TearSheet

May 1992

Case Histories

Vickie L. Bixler
Marketing Director
HICKORY RIDGE MALL
6075 Winchester
Memphis, TN 38115

Artwork from Jan. 89 *PMS* lends a graceful look to this retail counter card, created as part of a campaign to increase sales in the slow month after Easter. Printed in green, mauve, and black on white stock. Measures 8 1/2" wide x 11" high.

Case Histories

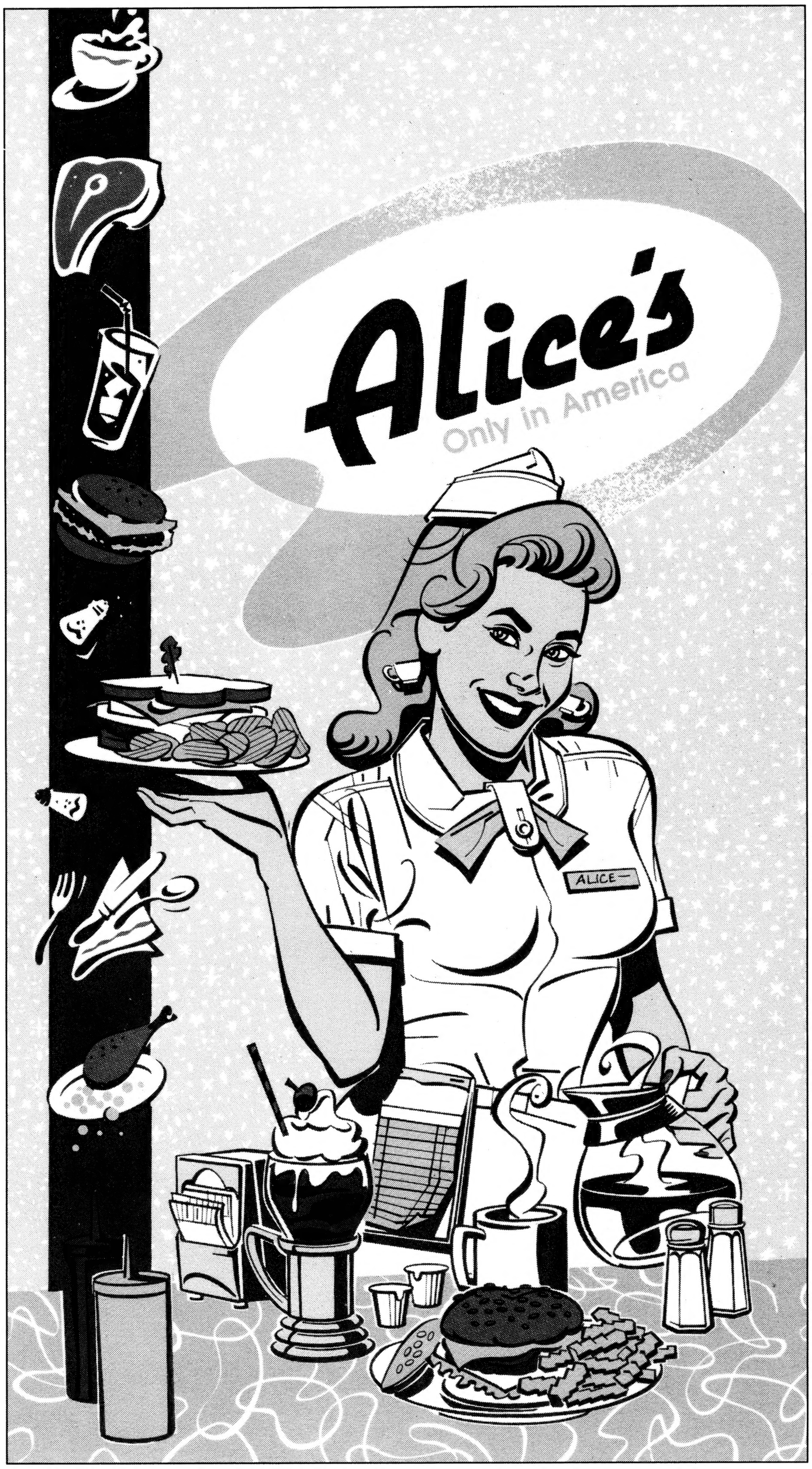
Maryanne Stefanski
Coordinator
ONTARIO BLUE CROSS
150 Ferrand Drive
Toronto, Ont. M3C 1H6

Formally attired bottle tags were used on complimentary bottles of champagne given to 16 marketing award winners. Tux taken from April 90 *PMS* Idea File; "congratulations" from June 85 PMS; mortice showing award winner's name is modified version of invitation from Nov. 90 *PMS*. Printed in black and Pantone gold on pure white Irish Linen 80 lb. cover stock. "Our unique bottle tags were a great success thanks to *PMS*," said Stefanski.

Case Histories

Julie Parmerlee
Designer
COMI
St. Road 3 North
Eaton, IN 47338

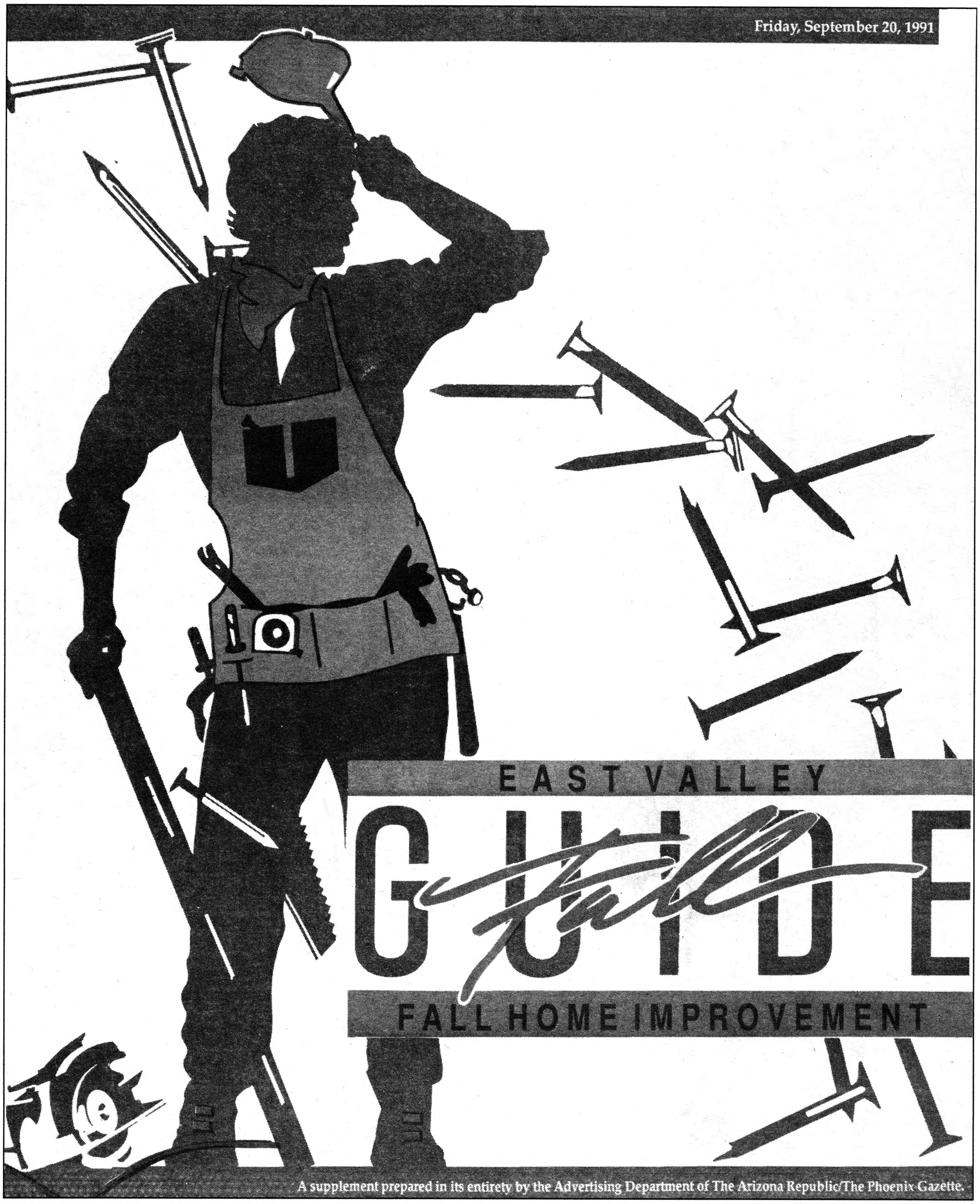
Retro cool menu cover recalls those ever-popular diners of the fifties with perky waitress from Aug. 91 *PMS* the feature attraction. Cover printed in full color with turquoise dominant as background color. Laminated.



Case Histories

Rick Forsgren
Artist
ARIZONA REPUBLIC/PHOENIX GAZETTE
106 E. Baseline Dr.
Mesa, AZ 85210

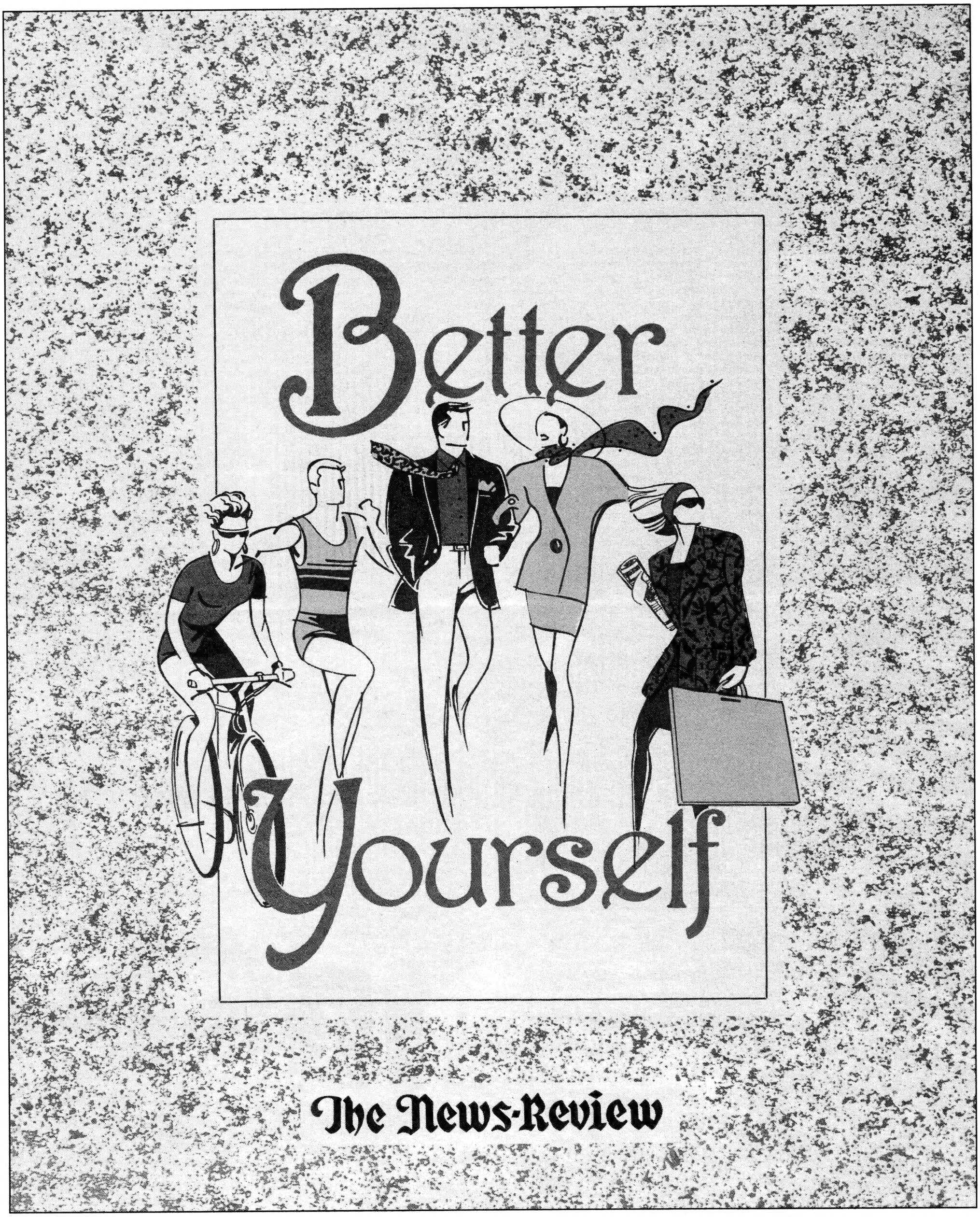
Silhouette workman used on cover of fall home improvement supplement as originally presented in Mar. 91 *PMS*. Black bar at bottom (part of original art) extended to go across bottom of page, and another bar added at the top. Printed in black and brown.


Friday, September 20, 1991
EAST VALLEY
GUIDE
FALL HOME IMPROVEMENT
A supplement prepared in its entirety by the Advertising Department of The Arizona Republic/The Phoenix Gazette.

Case Histories

Brenda Thompson
Designer
THE NEWS-REVIEW
345 NE Winchester
Roseburg, OR 97470

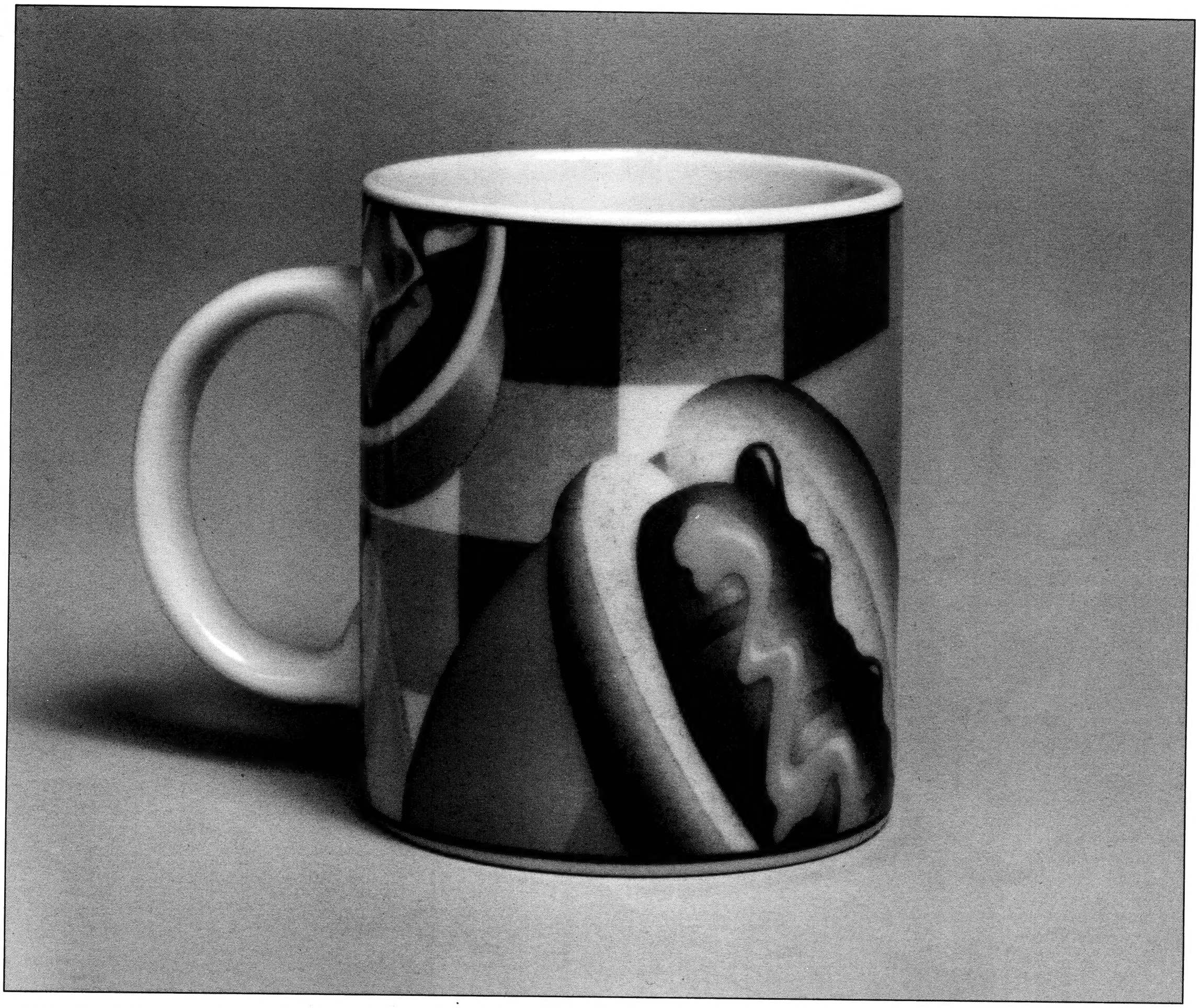
Fashionable figures from April, May, and June issues of *PMS* pose together on cover of "Better Yourself" newspaper tab. "I love being able to look thru previous *PMS* issues to find artwork that matches the same style as the artwork I'm using. Thanks," said Thompson. Textured background taken from Mar. 91 *Clipper*. Printed in red, yellow, and black.



Case Histories

Mark Maxwell
East Palatine China Co.
870 W. Main
P. O. Box 108
East Palatine, OH 44413

To commemorate the company picnic, EPCO adorned china mugs with summer cookout table setting taken from the June 89 *PMS* color separation. Original illustration consisted of three separate strips of summer activities. To create the mug, one strip was simply lifted out and wrapped around the mug. Very colorful, from the turquoise plate to the yellow mustard swirl atop the hot dog.



PMS COVER STORY: Sophisticated lady on this month's PMS cover used as originally shown on page 10. Texture from March 91 Clipper, page 21, added to art and enlargement of same texture added to background. Drop shadow added behind art of woman to create depth. Designer chose soft deco colors to complement the art style. Printed in Pantone® colors on Carolina cover stock. Type is Vienna Extended by Letragraphica®.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at: **Gutenberg Festival,** Long Beach, CA, May 7-10; **Southprint,** Nashville, TN, May 28-30; **Imprinted Sportswear,** Toronto, ONT, May 31-June 2.

"Mother's Day" May 86 PMS

Mother's Day GIFT GUIDE

Find something perfect for Mom when you shop locally

Mother's Day Buffet

❤❤❤❤❤❤❤❤❤❤❤❤

11:00 a.m. - 3:00 p.m.

Scrambled Eggs with ham & onion
Beef Stroganoff with fettucine noodles
Baked Chicken with wild rice
Salad Bar with fresh fruits & vegetables
Dessert Bar with pies & pastries

Large Groups Welcome ❤ Reservations Required

Red Valley Inn
(311)555-8955
5720 W. Knoxville Ave.

Show Mom She's The Greatest

With A Gift From
Prescott's
2916 Gatemore Dr.

Present this ad for
20% OFF
your purchase

Happy Mother's Day
Everything's coming up roses in May with the Liz Hill floral collection. Come see all the new fashions just for Mom.

Anna Marie
Apparel
423 West St. • M-F 9-7

EXQUISITE GIFTS FOR MOM

Elegant keepsakes she'll cherish for a lifetime

- Porcelain Figurines
- Waterlane Crystal
- English Fine Bone China
- Wooden Tribute Plaques

Selby Gift & China
326 Christine Ave.

Sunday Brunch

Every week from 11 to 2

Take the family out for some delicious food. Choose from Honey-Baked Ham, Prime Rib, Roast Leg of Lamb, and Roast Duck.

Adults $9 - Children $5

Plenty of desserts, cakes, and pies to try as well. A table's waiting for the entire family.

Call 555-6235
for reservations.

PIERRE'S
110 W. Lakeland Ave.

Relax

You deserve time to sit back and enjoy a gourmet coffee break. Remember, every flavor comes in both regular and decaffeinated.

Amaretto .....$7.99 per lb.
French Roast.....$5.99 per lb.

Try all these other nifty flavors!

- Macadamia Nut
- Swiss Almond
- Hazelnut • Kona

The GROUND GOURMET
265 E. Golf Rd.

GOOD NEWS TRAVELS FAST

Everything in the store is

1/2 price

Save on dresses, suits, blouses, lingerie, and more.

Sale runs May 1st thru May 3rd.

The Clothes Horse
204 Wildwood St. • Mon.-Fri. 10-6

MOTHERHOOD

Treat your Mother to a gift from our lovely assortment of accessories. Choose from hats, jewelry, scarves, and more. Spice up her wardrobe with something from our collection.

14K gold, 16" herringbone chain.....$49.99
Gloria LaRue's silk scarves.....$32.99

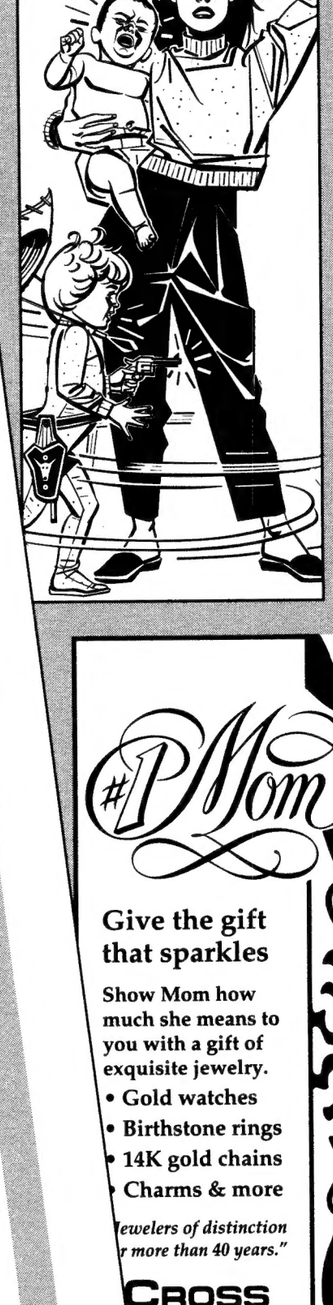
CORSELLS
1450 Cottonwood St.
Mon.-Sat. 9 AM-8 PM
Credit cards welcome

Give Mom A Day To Herself

Let us pamper her with the full beauty treatment

Facials .....$10 Off
Regular $45
Massage.....$7 Off
Regular $40
Manicure.....NOW $30
Regular $39

BEAUTYWORKS
Call 555-3391



#1 Mom

Give the gift that sparkles

Show Mom how much she means to you with a gift of exquisite jewelry.

- **Gold watches**
- **Birthstone rings**
- **14K gold chains**
- **Charms & more**

"...ewelers of distinction ...r more than 40 years."

...CROSS ...EWELERS
...27 N. Sheridan Dr.

***PMS* art helps you celebrate Mother's Day.** Woman with flowers on pg. 1 of full-size special advertising supplement lifted from original art for a distinctive look. Flowers at bottom of page lifted from same art.

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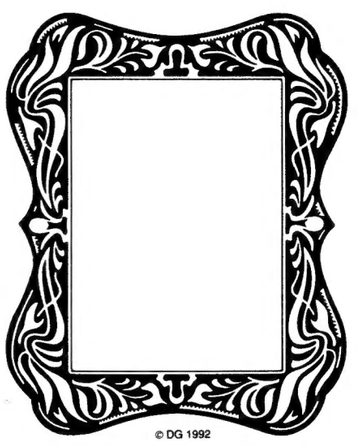
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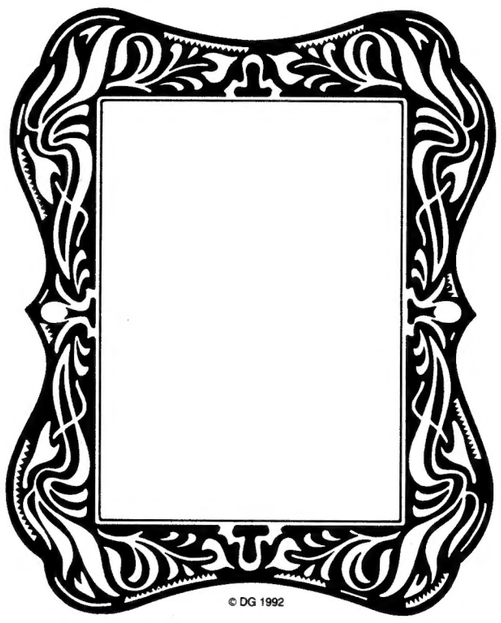
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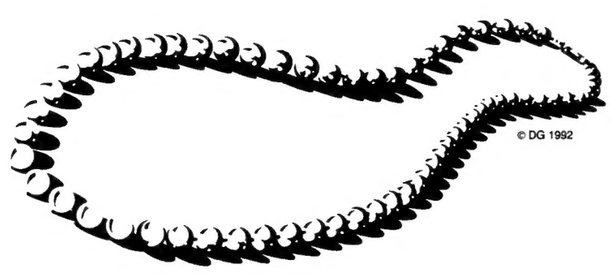
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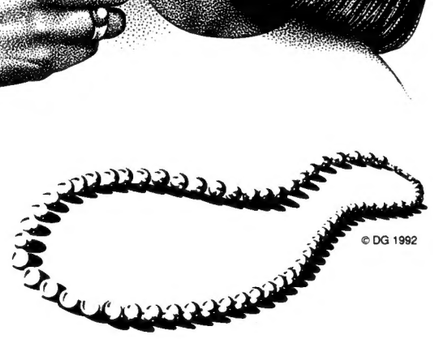
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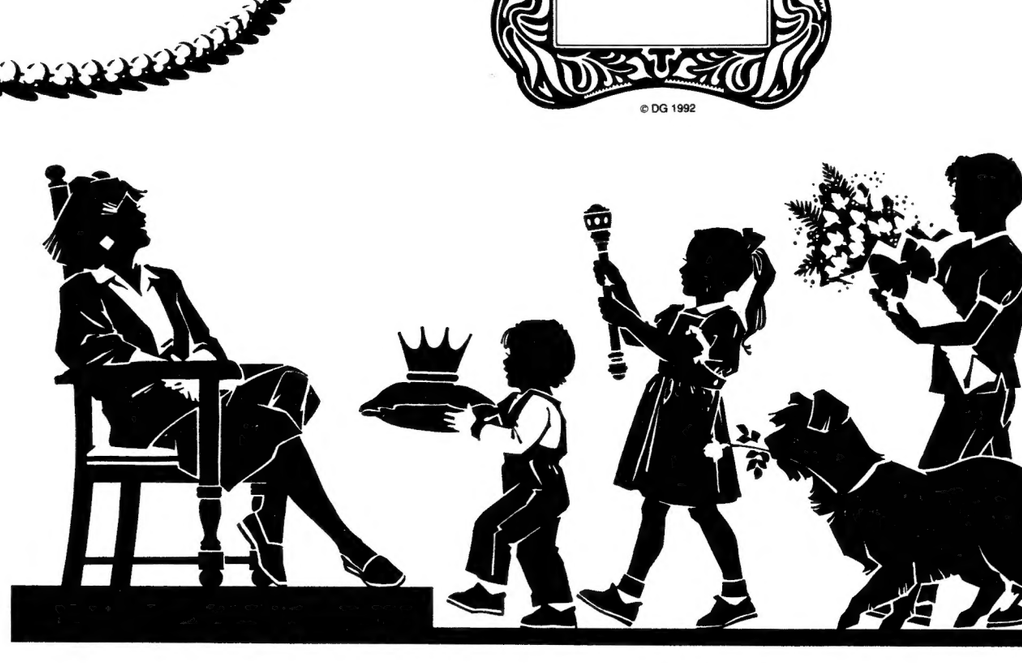
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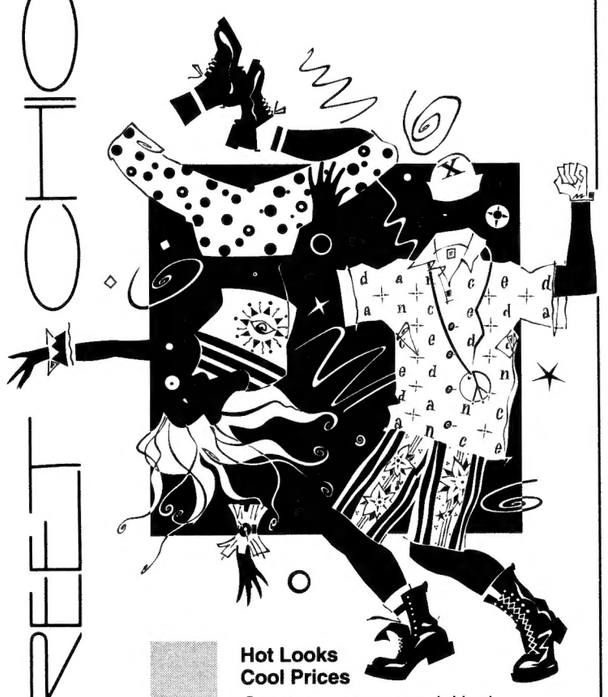
STREET CHIC



Hot Looks Cool Prices

Create your own special look with bold new separates and unique accessories. Great looks for guys or girls now 25% off.

CLOTHES, ETC.

711 Easton St. • Open M-S 10 to 9

FOR THOSE WHO WANT THE GOOD LIFE

It *can* be yours with careful financial planning.

Professional investment advice from trained financial counselors.

Spencer-Rowley Financial Consultants

1900 Evanston St. • Ste. 448
Phone 555-9001

Falwell Center
SIDEWALK
SALE

Stop in for fantastic savings on merchandise from all 25 stores!

Thurs.-Sun.
May 21-24

Savings of 30% - 50% or more

Save up to 50% on everything from women's fashions to hardware to children's toys.

Falwell Center

2115 Sheridan

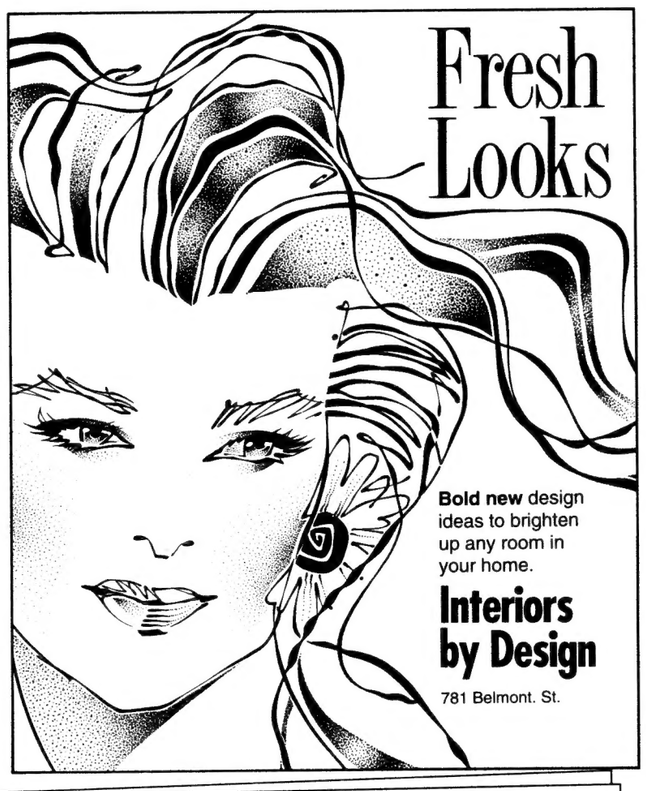
Mon.-Sat. 10 to 9

Sunday 12 to 6

Do you have a wait problem?

If so, we can solve it! Just call ahead to order and we'll have it waiting for you.

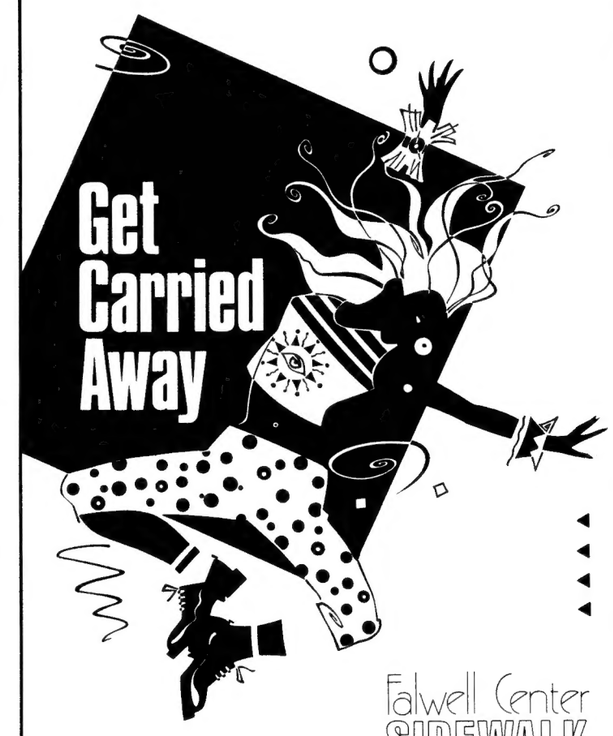
Yen Ching
Chinese Restaurant
1202 W. Main St.
555-4635



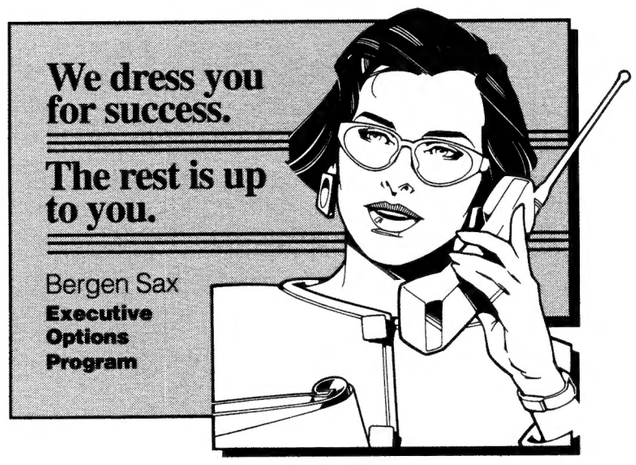
Bold new design ideas to brighten up any room in your home.

Interiors by Design

781 Belmont. St.



Falwell Center
SIDEWALK
SALE



We dress you for success.

The rest is up to you.

Bergen Sax
Executive Options Program

Supplement to The Daily Journal
Wednesday, May 20, 1992

Savings of 30% - 50% or more

Thurs.-Sun.
May 21-24

You'll find fantastic savings on merchandise from all 25 stores. Discounts on everything from women's fashions to hardware to children's toys. Don't miss out! Sidewalk Sale ends Sunday, May 24!

Falwell Center
SIDEWALK
SALE

Living at its finest

Worry-free condominiums in a beautiful, wooded setting

Marina Del Sol
Located on Grantham Rd.

Call 555-7721 to make an appointment to visit our models. Or stop by any day between 10 & 7.

Swimming pool, and racquetball and tennis courts free to residents.

·D·I·S·C·O·V·E·R·

A New Beginning

Branston Chemical Dependency Center

(311) 555-8001

Elegantly Catered Affairs

For business or pleasure. Seating for groups of 25 to 200. Variety of gourmet menu choices. Pleasant, professional service. Affordable rates. Call for reservations.

Hotel Bordeaux • 555-6789

Summer Style

No time to cook? Pick up a delicious dinner to go tonight.

Gourmet To Go
164 Sycamore Ave.

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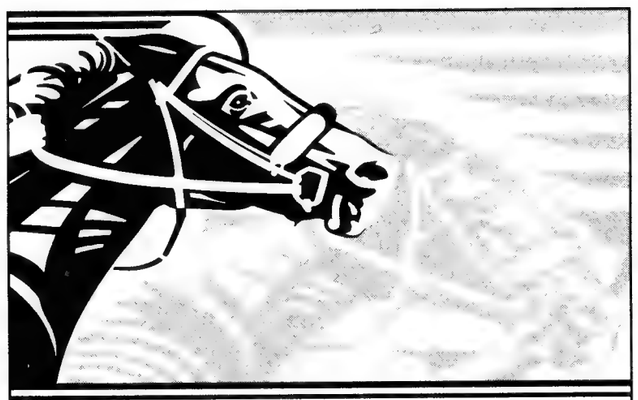


YOUR NEWS TRAVELS FAST WHEN YOU FAX IT

You can get that report to your client in record time, even without your own machine. We now offer

- *National fax service*
- *Pick up & delivery*
- *Postal boxes*
- *Quick copy service*

KLINE SUPPORT SERVICE

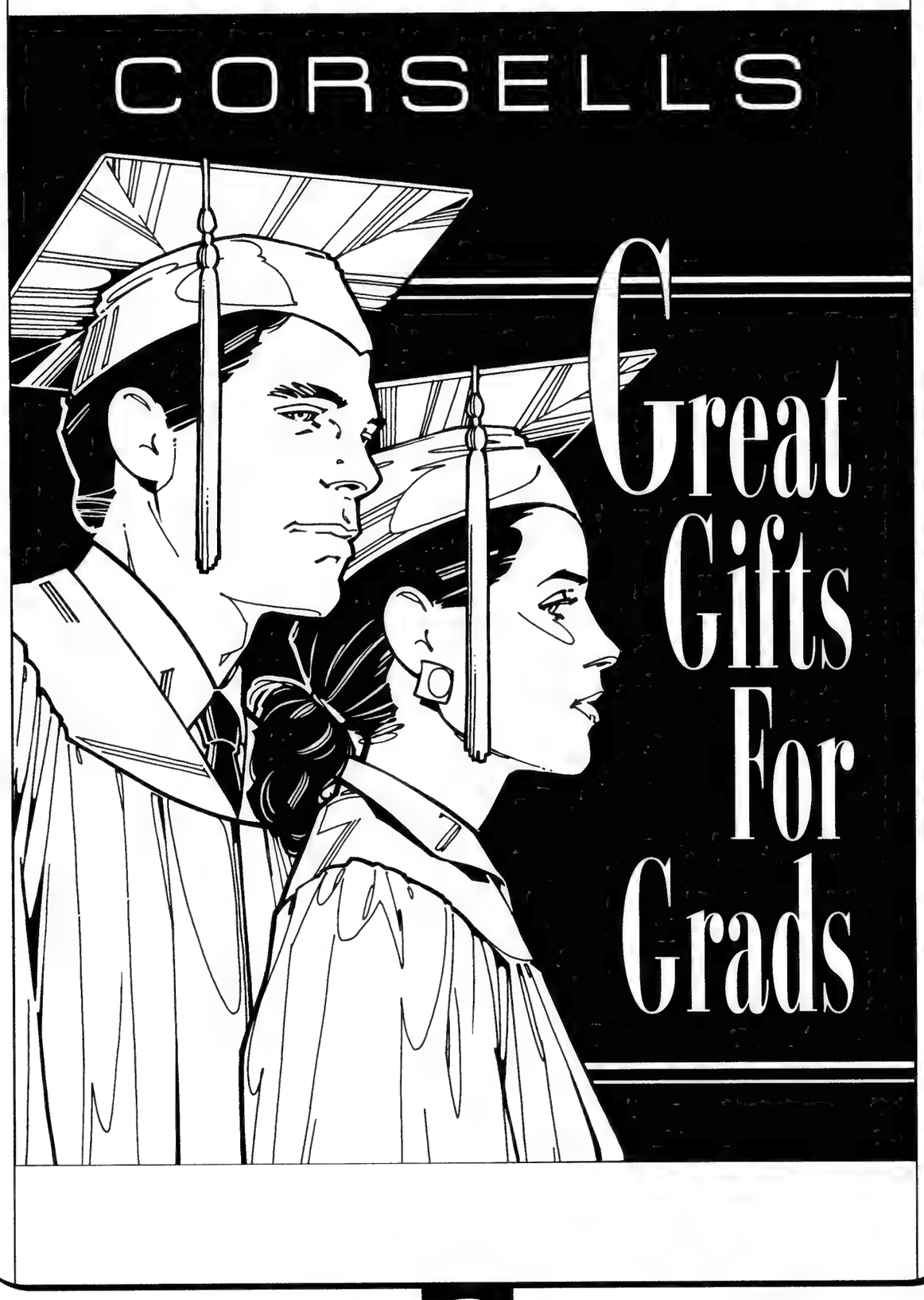
5515 S. Treadwell St. • Open 24 hours

Smile!

You made it and that's something to be proud of

Your hard work has paid off. Now new challenges and successes await you. So set your goals high and always strive to be the best.

HERITAGE INSURANCE



The Best Years

Are Yet To Come

You should be able to do everything you always wanted to do when it's time to retire. Start planning for your retirement now, so you can enjoy it later.

MAIN STREET BANK

205 S. Main

CINCO DE MAYO

Specials All Night Long

Celebrate with a fiesta of flavors!

$7.99 South of the border plate

$4.75 Tasty taco salad

Plus a free nacho bar!

Sal's Cafe

102 Benton • 555-3434

Reservations accepted for parties over 15.

In Honor Of Those Who Served

Thank you to all the service men and women who fought to secure our freedom and those who sacrificed their lives so that we could live in peace.

Supplement To The Cooperstown Gazette

YOU'RE THE WINNER

When you advertise in the

Daily Chronicle

Reach over 50,000 readers every day. Just call one of our sales representatives today!

555-6760

For Your All-American Celebration

20% Off

Patriotic Party Items

- Small American flags
- Colored streamers
- All helium balloons

Bring in this ad by May 26

PartyTime

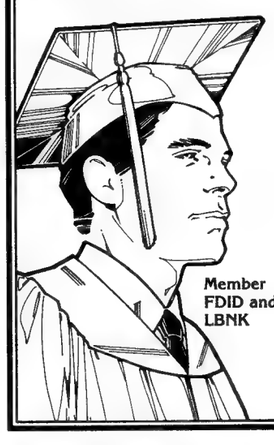
701 S. Amanda

Attention, Graduates

Bring in a copy of your diploma and get free checking for one year. Come in to open your account today.

COLE CITY BANK

903 Allen Rd. • 555-3760



Member FDID and LBNK

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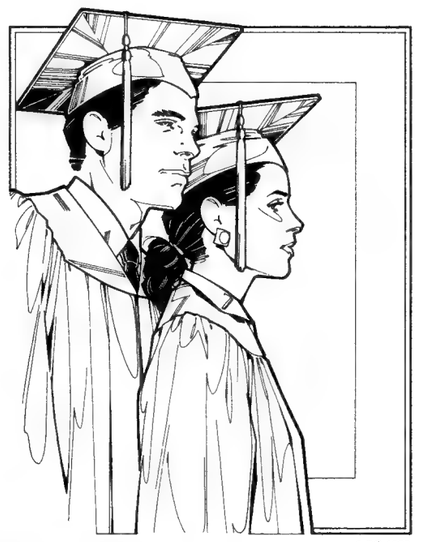
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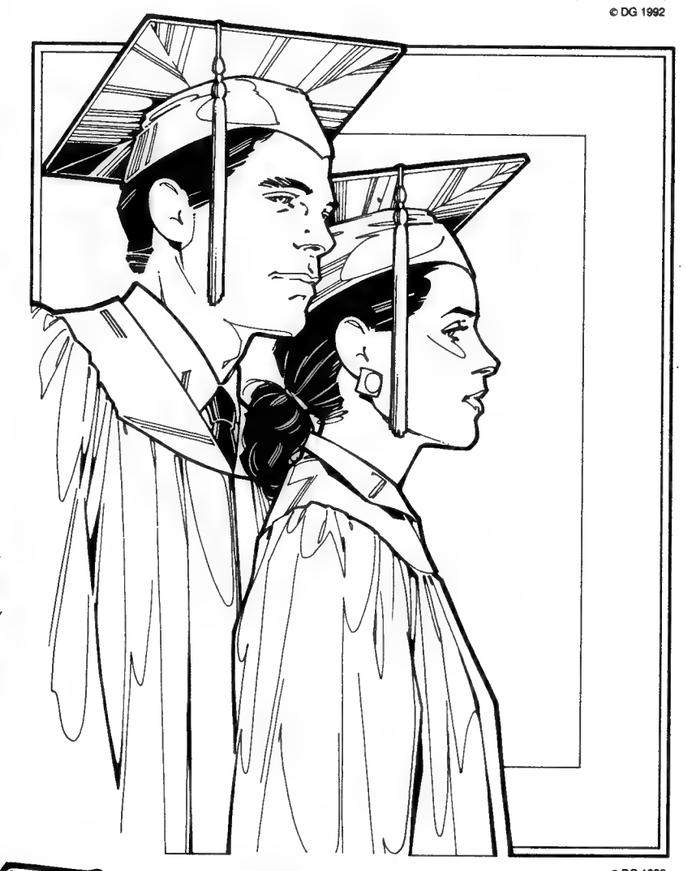
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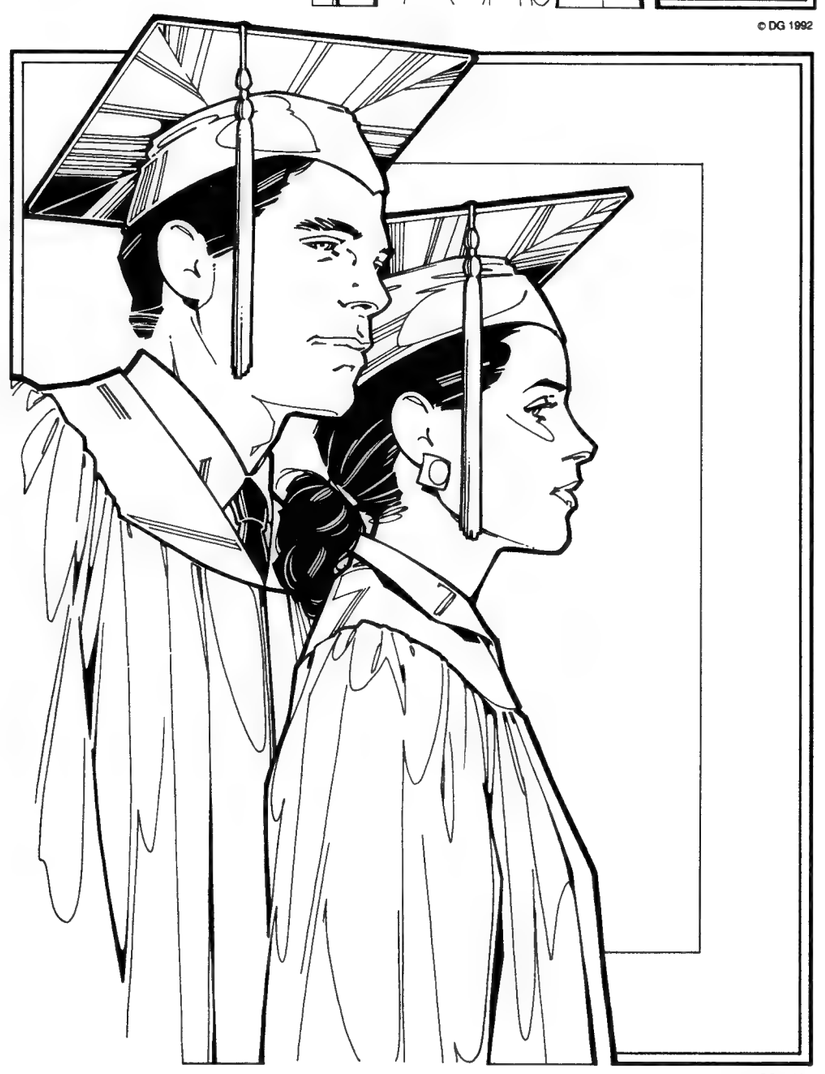
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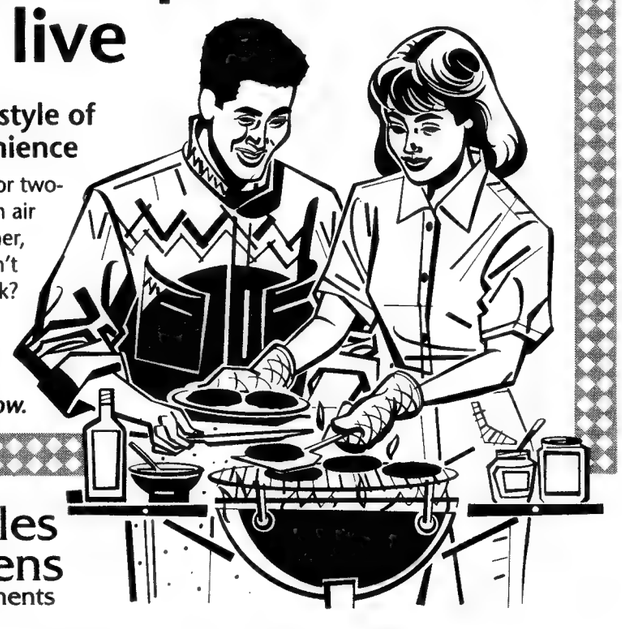
Border May 90 PMS

A *great* place to live

Welcome to a lifestyle of comfort & convenience

Relax in a spacious one- or two-bedroom apartment with air conditioning, a dishwasher, a fireplace, and more. Isn't it time you gave us a look?

Great location three miles north of I-65 on Glen. Call 555-8965 now.



Versailles Gardens
Apartments

Ready for Summer Sale

Here's one storewide clearance sale you can't bear to miss.

Now through May 17th, receive discount prices on all summer merchandise in stock. You'll find savings of **25-40%.**

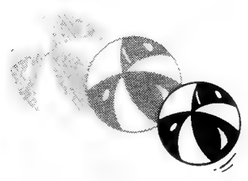
Bergan Sax
Northgate Mall

Alderwood Mall

MAY EVENTS

May 10 Mother's Day giveaways – all day
May 15 Lincolnshire community arts & crafts exhibit – all day
May 17 Bizbo & Chuckles – 12, 3 & 6 PM
May 25 Memorial Day musical program by the Lisle High School Band 1 & 6 PM

JUMP RIGHT IN



Summer semester begins Monday, May 18

You must register by phone or in person before May 16th.

Central State College
555-5400

Celebrate the 15th annual Fest
May 23-31 • Expo Gardens

Come and join the fun!

Bring the entire family down for a great time. Adults $4 • Kids $2

Where else can you see a pageant, a rodeo, and Will Tillis all in one day? Only at Summer Fest '92.

- Free stage attractions
- 1992 queen contest
- Arts & crafts displays
- Special midway rides
- Much, much more

Get a complete schedule of events in the Summer Fest '92 supplement guide.

Head to Expo Gardens for a week of music, merriment, and more

SUMMER FEST'92

Hear the best Dixieland has to offer. The melody makers, J.K. jazz band & other greats.

May 23-31, Aurora is full of action. See page 12-13 for a complete schedule of events.

Really big Sale

Everything is on sale! Save up to 50%!

Cathcart Furniture
3400 University

You won't believe your eyes. Designer furniture from major manufacturers priced below retail. Hurry in because this sale ends at 9 p.m. Sunday, May 31.

Color it Spring

Fabric Clearance

Get the look of linen at 20 to 50% off May 17-30.

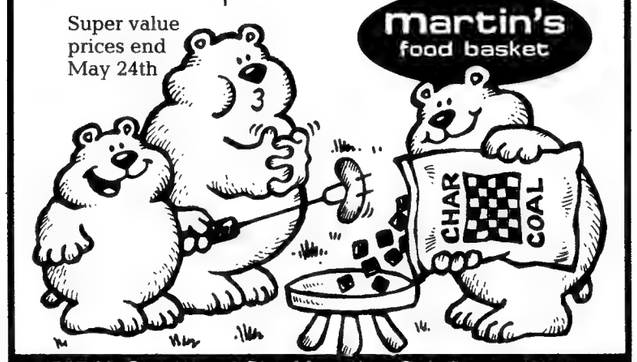
Sew-n-go
Fabric Center
301 Locus 555-7463

Let's have a picnic!

Cola
diet or reg.
$2.89 12 pack

Hot Dogs	Lemonade	Potato Chips
10 count	frozen concentrate	regular or bbq
2 for $1.59	**69¢**	**$1.09**
Charcoal	**Watermelon**	**Ground Beef**
10 lb bag, Fastlite	sweet & juicy	highest quality
$2.69	**29¢ lb**	**$1.24 lb**

Super value prices end May 24th



507 N. Crestwood St. • Mon. thru Sat. 8 a.m.-11p.m.

A taste of savings

Shirtdresses Short & long sleeved	**24.90**
Sundresses Halters, floats & tubes	**9.90**
Mini skirts 100% cotton & blends	**14.90**
Cotton shorts Pleated & yoked	**19.90**
Knit shirts Stripes & solids	**17.90**
100% silk blouses	**2 for 42.90**

CORSELL'S
Evergreen Village
Mon-Sat 9-10 • Sun 12-6
555-8787

A honey of a deal

Now through May 31st, buy four replacement windows at regular price and get the fifth one free! Don't delay, call today.

Dickson
Windows & Siding
555-7676
3426 Northwoods

Don't clown around with your good health

Take your health seriously. Come in for a free blood pressure screening, Monday through Thursday, 8 a.m. to 4 p.m. at the downtown clinic.

JACOBY
Health Dept.
210 Alton Rd.

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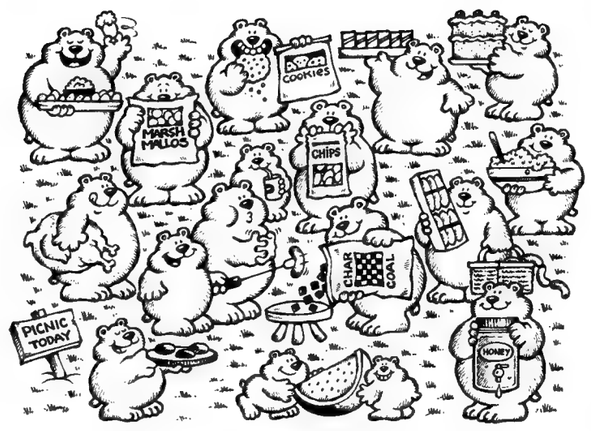

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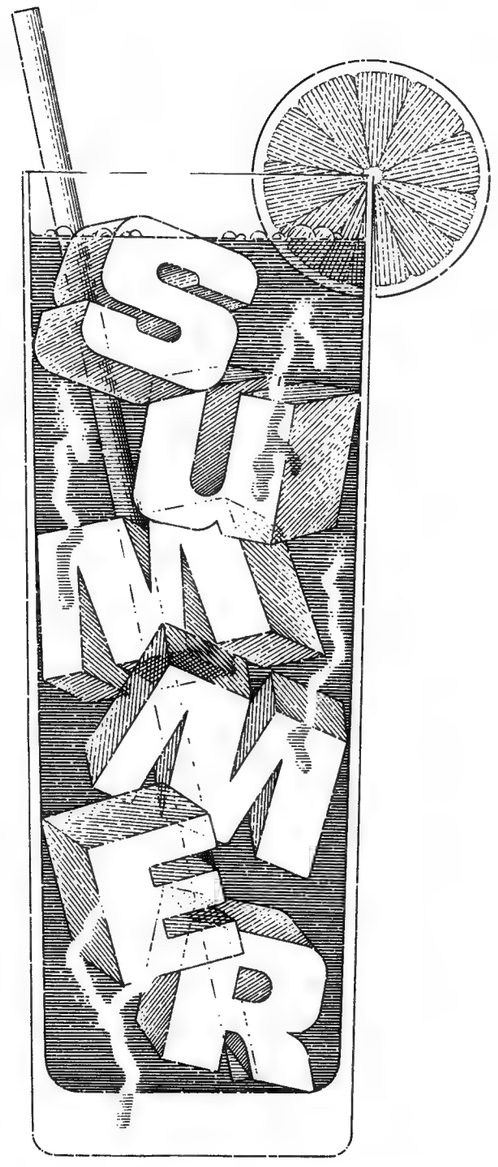

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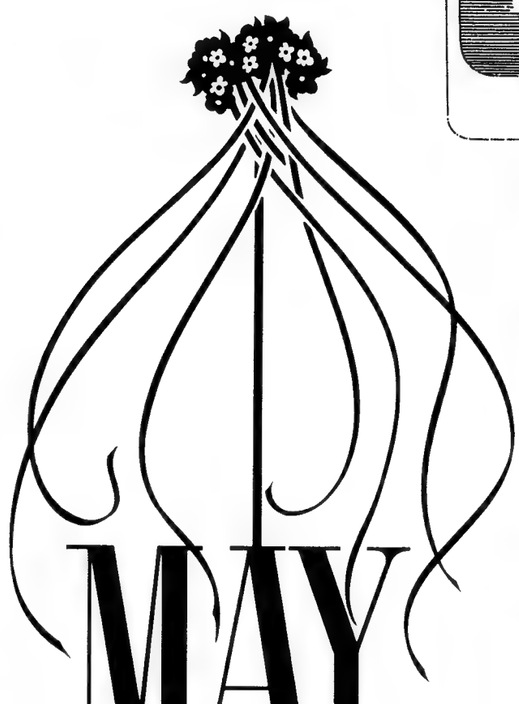

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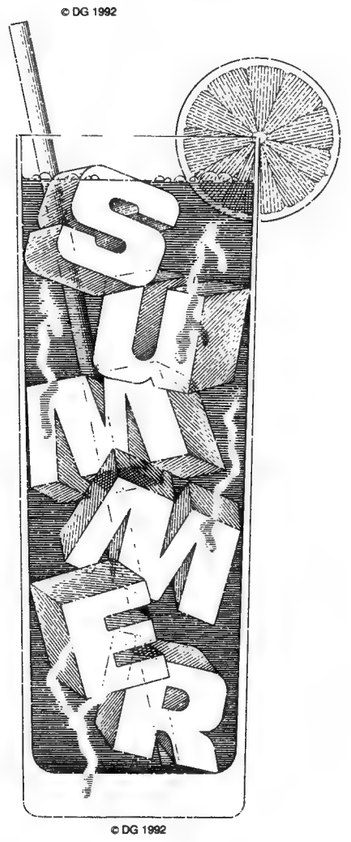

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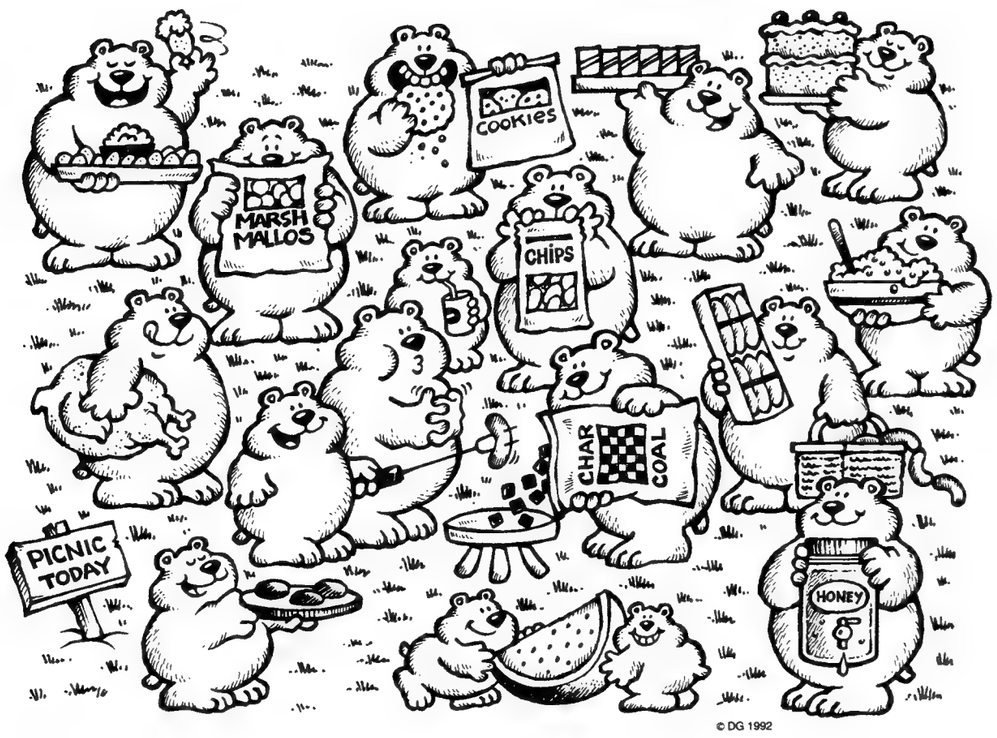

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CONTEMPO CUTS

For Men and Women

Show off an exciting new style just for you! Our expert stylists use an innovative cutting concept to give you more manageable hair. First, your hair is analyzed for texture and growth pattern. Then, a guideline is set to create the perfect cut for your hair. Finally, a precision cut is made adding any waves or layers you may want. Call for an appointment.

Toni's Hair Salon
201 E. Windsor Square • Appts. 555-7453

TEA TIME

One lump or two? Relax with a delicious cup of your favorite flavored tea.

Every afternoon from 2 P.M. to 4 P.M.

Join us for a spot of Orange Pekoe, Hibiscus, Peppermint, Cinnamon Apple, or Lemon tea. Every cup is served with three fresh crumpets.

Anthony's
in the Hotel Pierre

Pamper Yourself at

Valley Health Spa

2090 W. Avalon
Valley Vista Plaza

Revive your body and your mind! *Try our facials, mineral masks, and body exfoliations to rejuvenate healthy skin and detoxify the body.*

Next, relax the mind with facial and aromatherapy massages. Improve your overall well-being today. Stop in and set up an appointment or ***call 555-6434.***

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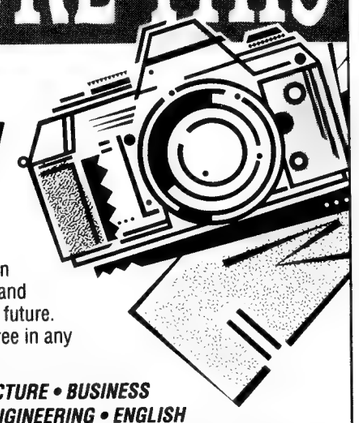


You *in a successful career for the '90s*

Smile! You've got class!
Register for summer session May 1st through May 15th and study your way to a brighter future. Receive an Associates Degree in any of the following subjects...

• ACCOUNTING • ARCHITECTURE • BUSINESS
• COMPUTER SCIENCE • ENGINEERING • ENGLISH
• MARKETING • POLITICAL SCIENCE • PSYCHOLOGY • SOCIOLOGY

Anyone registering for 11 or fewer hours may register by telephone

Spring Valley Community College
3700 W. Harmon Hwy. • 555-5600• Mon.-Fri. 8-8

Try something different for lunch

WXYZ FM 120

Don't eat alone over your lunch hour. Listen to the Tony Stevens talk radio program from noon to 1 p.m. every weekday. Hear controversial, informative, and intriguing conversations between Tony and his callers.

Looking for a wheel deal?

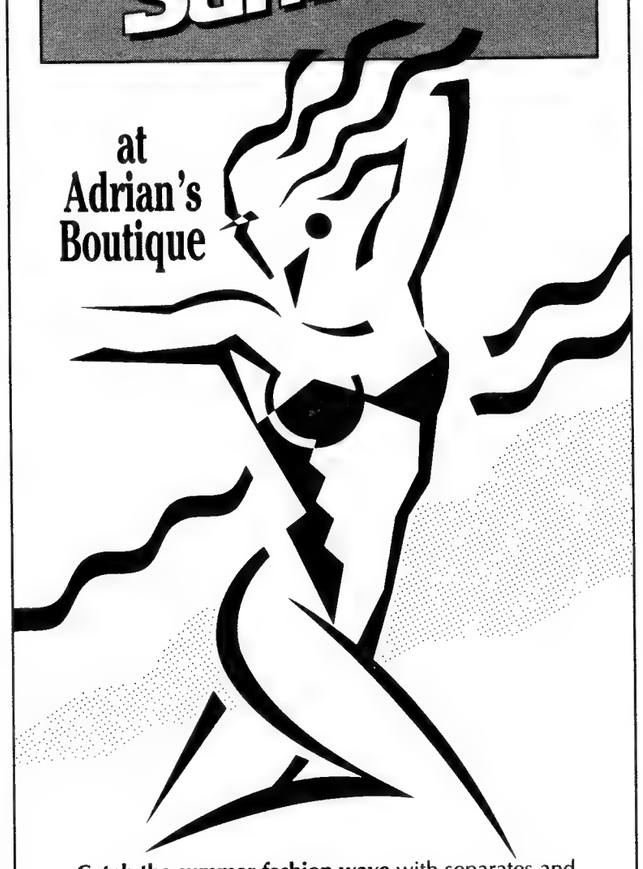
We peddle bicycles and lots more! Looking to buy, sell, or trade some merchandise? The wise choice for fast results is to place your ad today.

Call **555-9555** now!

The Times Classifieds

Spring into Summer

at Adrian's Boutique



Catch the summer fashion wave with separates and suits that fit just right and look absolutely marvelous. Choose from a variety of bright, bold prints, solids, and florals from a number of fabulous name brand designers.

• Jerry Johnson • Marco Vachallini • Marcy Livingston
• Thomas Garrauld • Victoria Nordall • JoAnn Phillips
• Ricardo Pateré • Gary Roberts • Many More

Come see fresh ideas in bikinis, maillots, boylegs, tunics and sheaths. You'll also find cool cotton separates including shorts, pullovers, T shirts, blouses, oxfords, tanks, and more. Get the fashion you want at prices you'll love. We welcome all major credit cards.

Adrian's Boutique 1345 N. Sheridan Rd. • 555-4200
Two blocks south of Center City Plaza

BUSINESS CARDS

Look to us for quality workmanship in every phase of printing from original idea, composition and production, to the printing of your finished business cards.

Create a professional image with your own business cards. Get 500 cards printed on white or cream linen card stock for only $10.95. Offer good thru May 31st.

CENTURY GRAPHICS & PRINTING
4502 N. Sheridan Road 555-7168

We fit your active lifestyle!

One- and two-bedroom townhomes starting in the middle $70's

For the person on the go, the recreation and entertainment is plentiful. Every resident has access to the olympic-sized swimming pool and tennis, volleyball, and basketball courts. Enjoy the nearby golf courses, running and bike paths, and rec centers as well.

You're also only minutes from the downtown shopping centers and night life perfect for singles and young couples. Take advantage of our amenities and set up a walk-thru appointment to see these modern townhomes.

Winchester Village
278 North Alemeda St. • 555-8135

Spring Clearance Sale

Forrester's

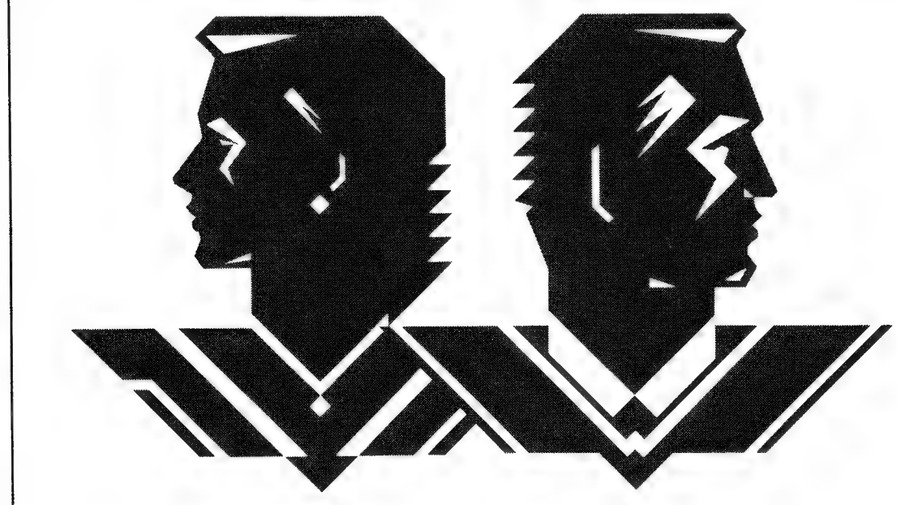
Looking Good!

Fashion Seminar For Men

Friday, May 22, 1992
7:00 P.M.-10:00 P.M.
Rockford Civic Center

Come see images of the modern man. For the look of success, you have to start at the top. Discover the latest hair products and styles for today's business professional. Next, get tips on new fashions for the 1990's. Learn the colors, materials, and designs that are turning heads this year. For personal consultation, talk with our representatives.

Sponsored by
Michael's Hair Design & Andre's Menswear



You can't look the other way...

...it's time to confront your friend or family member. Alcoholism is a complex disease that requires a one-to-one understanding. Our center specializes in alcoholism treatment and brings a new philosophy humanizing the recovery process.

Trained counselors and therapists understand the fear and denial someone goes through because many are recovering alcoholics themselves.

Our program deals with all the physical, emotional, and social issues a chemically dependent person faces. We believe in our ten step process to recovery including...
• Individual Therapy • Family Therapy • Group Therapy • Drug- & Chemical-Free Treatment • Aftercare Therapy • Stress Management Therapy and Techniques

Help someone you love get into treatment and start to learn to live without alcohol!

Forest Glenn Recovery Center

2640 N. Windsor Hills Ave. • Westhaven, CO • 1-800-555-HELP

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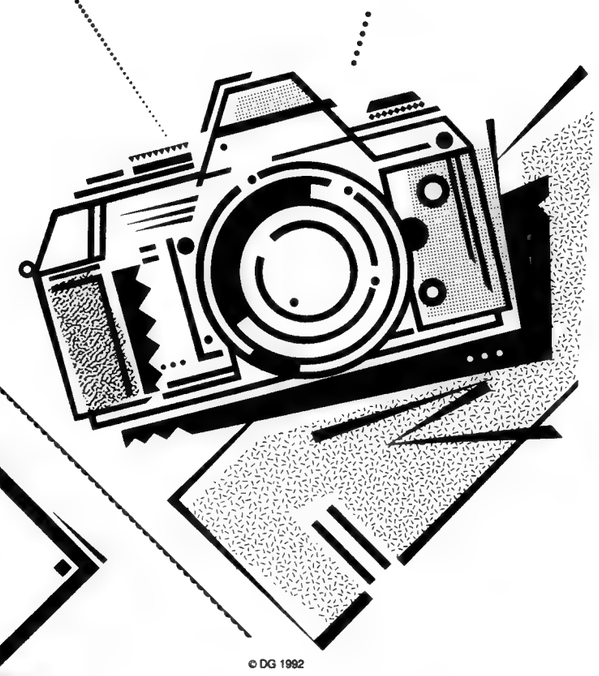
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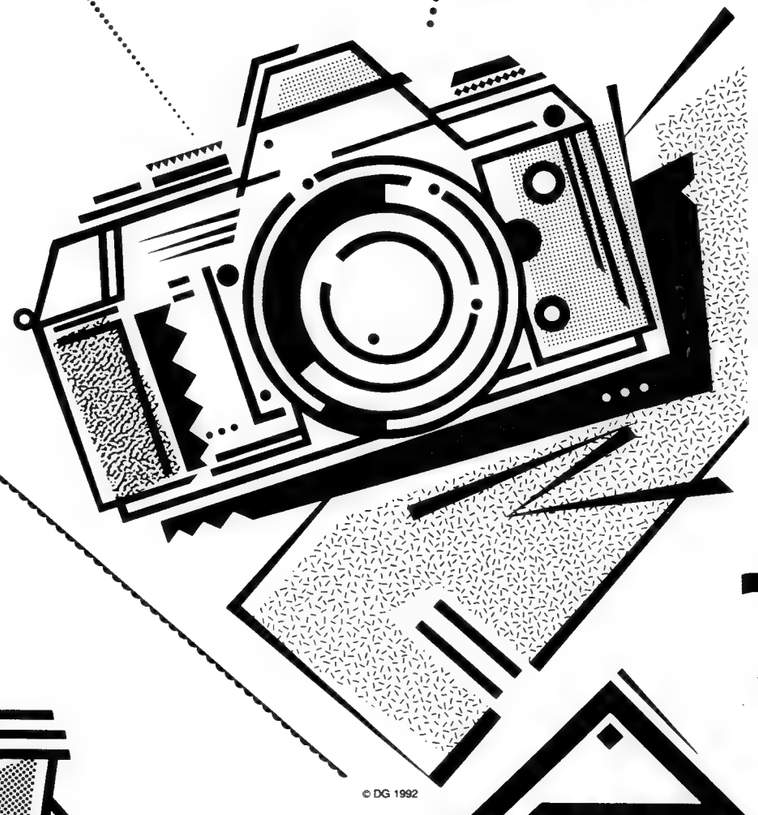
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Get the perfect haircut, permanent, or coloring every time, guaranteed. Call for your appointment with one of our stylists and let us create a beautiful hairstyle just for you. Ask about our complete line of Gracious Gray hair products.

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You may have retired, but your money shouldn't.

Make your golden years a little richer with the right investments. You've worked hard for your money and now that you're retired it's time your money worked for you. Talk with a financial adviser about the best investment options for senior citizens. Call 555-6000 today to set up your consultation.

Schumacher Investment Corp.

Here's something to celebrate!

Now you can have the "Senior Times" delivered to your door every Wednesday. Every issue includes feature articles, personal profiles, calendar of local events, and more.

Subscribe today to the area's finest newspaper for active seniors. Just $28.50 gets you one full year of "Senior Times." ***Call today!!***

Valley Newspapers
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Easy Living DAYS

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Retirement Community
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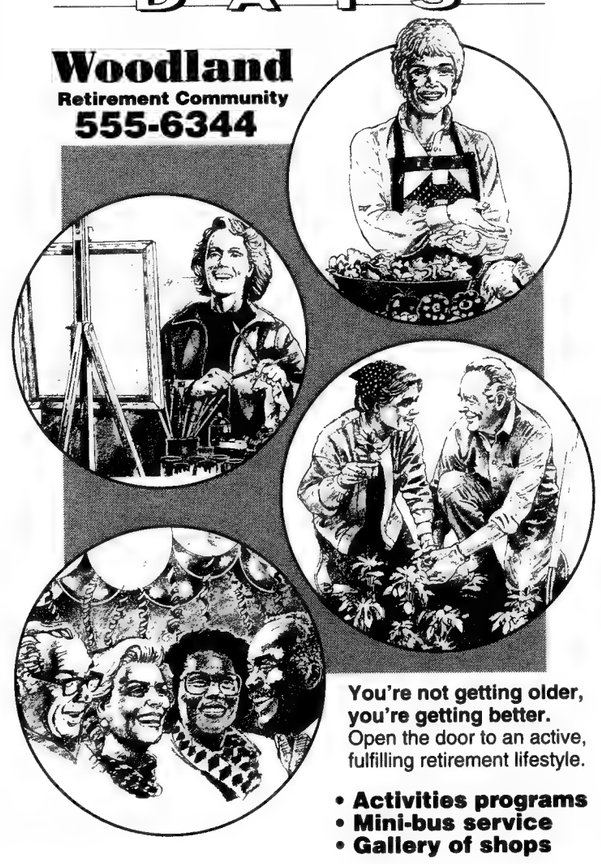


You're not getting older, you're getting better.
Open the door to an active, fulfilling retirement lifestyle.

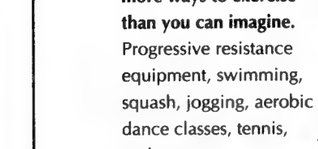
- **Activities programs**
- **Mini-bus service**
- **Gallery of shops**

We've Got Some Good Advice!

Call City College at 555-4455 for the voice of business experience. Sponsored by REA, the Retired Executive Association of Dills County.

Get down to business! Need advice on corporate planning, administrative management, finance and accounting, purchasing, personal computers, human resources, and other business concerns? Talk with retired presidents, vice-presidents, and managers of successful businesses for pointers on dealing with your everyday work problems.

The time to call is now! The phone lines are open from 10 a.m. to 5 p.m. Monday through Friday. Call today because **the solution to your business problems may be just a phone call away!**

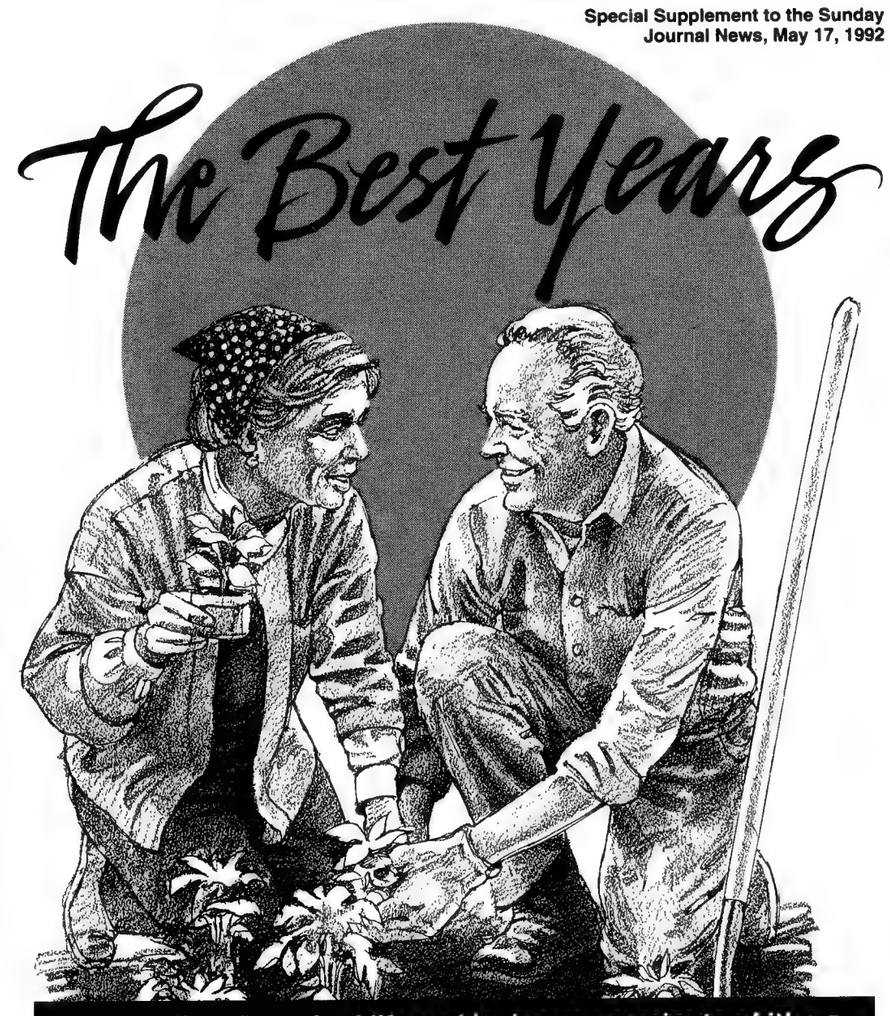


Class & Activity Schedule for Seniors
Spring & Summer 1992

Greenvalley Park District

Special Supplement to the Sunday Journal News, May 17, 1992

The Best Years



Leading the retired life and loving every minute of it!
Seniors are becoming more and more active in 1992 by attending social and educational interaction programs sponsored by area businesses.

- Celebrity Entertainment • Arts & Crafts Shows
- Health, Financial & Social Security Guest Speakers

Whatever you're celebrating...

...enjoy a truly delightful dining experience together at Pinecrest Restaurant on the Geneva River.

Celebrate your anniversary, birthday, or a family reunion with a flame grilled steak, char-broiled fish fillet, or any other tasty dish from our menu. Come for great food, friendly service, and unique view overlooking the picturesque Geneva River.

Pinecrest Restaurant
5789 S. Rockford Ave. • Reservations 555-5373

Personal, professional care around-the-clock

Get the help and assistance you need in the comfort of your own home. While you recover from your illness or injury, a registered nurse will provide all the care and support you require.

- **Intensive Rehabilitation**
- **Home Health Aides**
- **Ventilator Care**
- **Infusion Therapy**
- **24-Hour Phone Contact**

Home Health Care, Inc.
675 North Ridgeway • 555-4440

At New Haven you'll find more ways to exercise than you can imagine. Progressive resistance equipment, swimming, squash, jogging, aerobic dance classes, tennis, and more.

Exercise!

Visit our new facility and take the grand tour. One of our knowledgeable staff members will lead you through the club showing the correct use of all the equipment and answering any questions you have.

Get use of all the facilities for only $40 a month for 12 months!
Offer expires May 31st. Call now! 555-7602

New Haven Health Club
345 N. Madison Street

Senior DISCOUNT DAYS

Every Wed.!

If you're 55 or older you can save on thousands of name brand items with a senior discount card.
Don't miss out on this great deal!

You're never too old for big savings!

Seniors can shop and save every Wednesday. Just present your discount card at the register for 10% off your purchase.

• Cosmetics • Greeting Cards • Cleaning Products • Photo Supplies • Tools • Personal Toiletries • Stationery • Yard & Garden • Candy • Office Supplies • Pharmaceutical Products • Seasonal Items • Desk Accessories • More

Martin Discount Drugs
5655 S. Avalon Street • 284 E. County Farm Avenue
Hours: 9 A.M.- 6 P.M. Mon. thru Fri. • Sat. 9 A.M.- 9 P.M.

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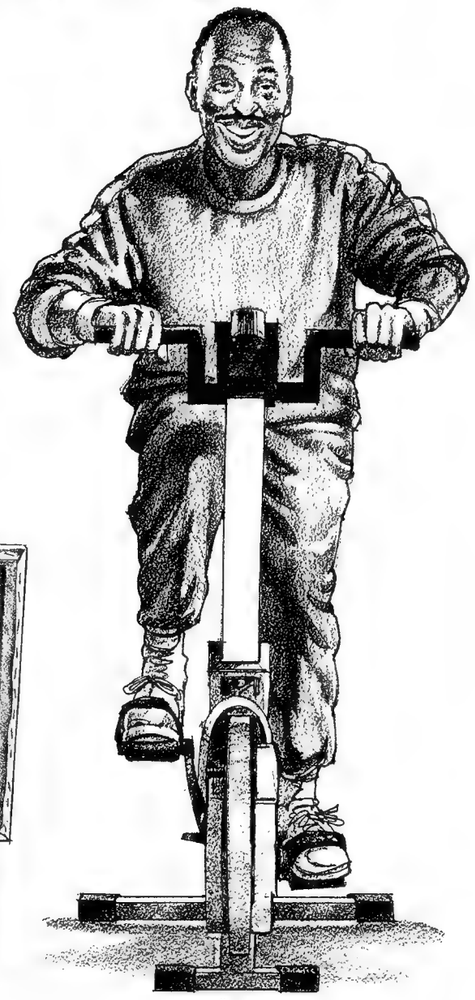
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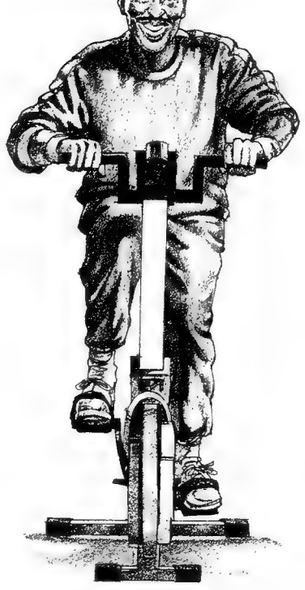
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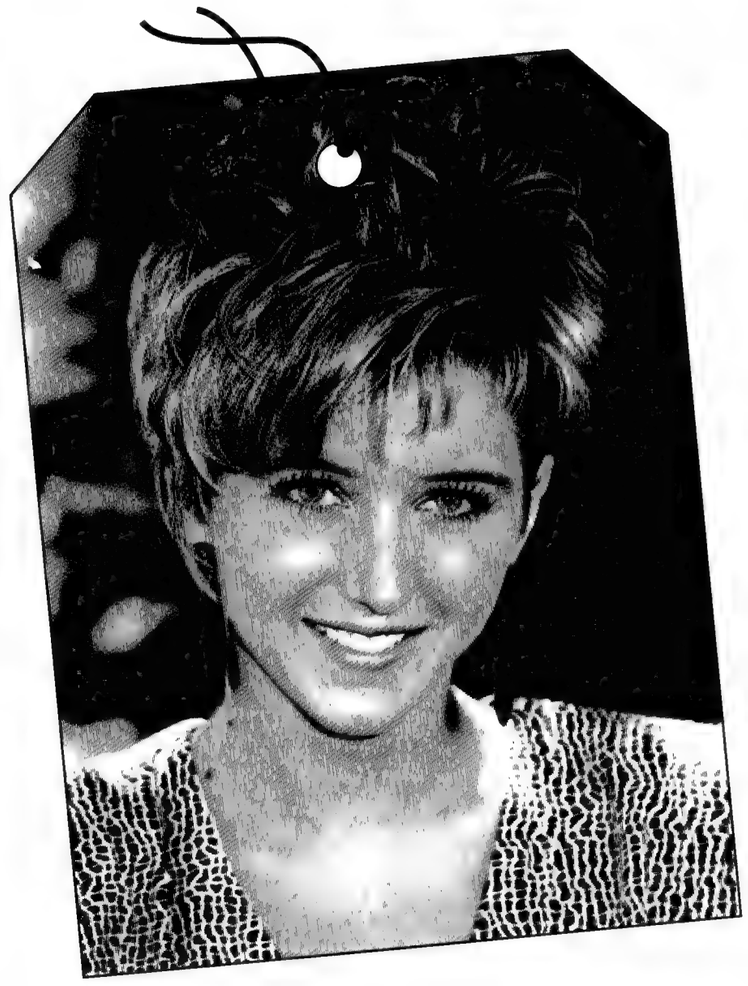

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Get great-looking, famous-name men's and women's fashions, shoes, and accessories for up to 30% below regular department store prices every day. You don't have to pay a lot to look great!

Hawthorne's

Located in Landford Mall

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Make it through life's little slip-ups with quick, quality care for your non-emergency accidents or health care problems. We'll get you in and out in under one hour.

Staffed by licensed physicians and registered nurses. We accept most medical insurance and White Shield. No appointment necessary.

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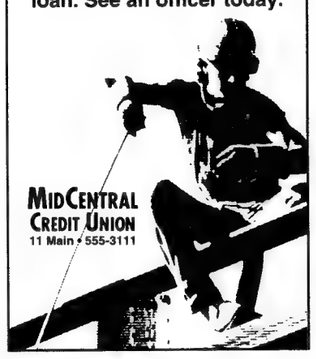
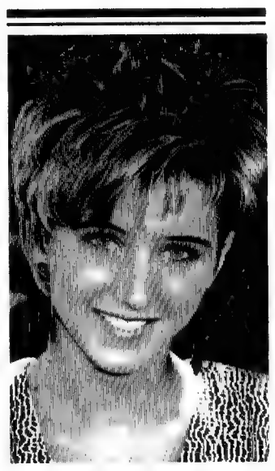
We can help improve your home with a low-interest loan. See an officer today.



MidCentral Credit Union
11 Main • 555-3111



Make The Weekend Count

Get away from it all and relax with us

Enjoy luxurious suites and rooms, swimming pool, hot tub, steam room, and dining in our elegant restaurant.

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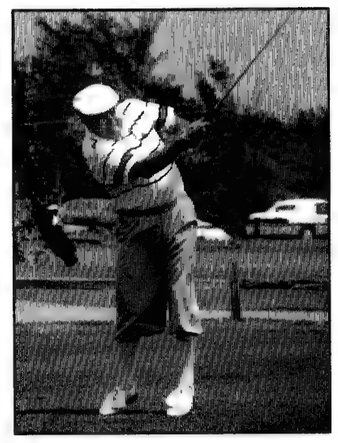
Par For The Course



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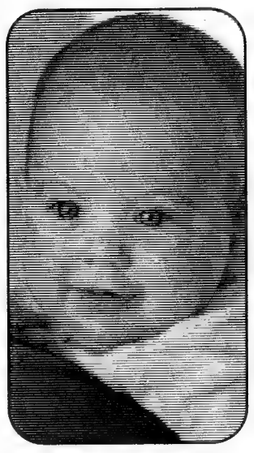

A special offer for new moms and dads

To join just bring in baby's birth certificate and get your Baby Benefits Card entitling you to a 15% discount on all prescriptions and baby needs.

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Certified Teachers
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Kindergarten
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And

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ENJOY YOUR FREE TIME AND LEAVE THE YARD WORK TO US

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Sometimes work can be a real pain in the neck...

...or the back, or the shoulders, or the legs. But you don't have to live with chronic pain.

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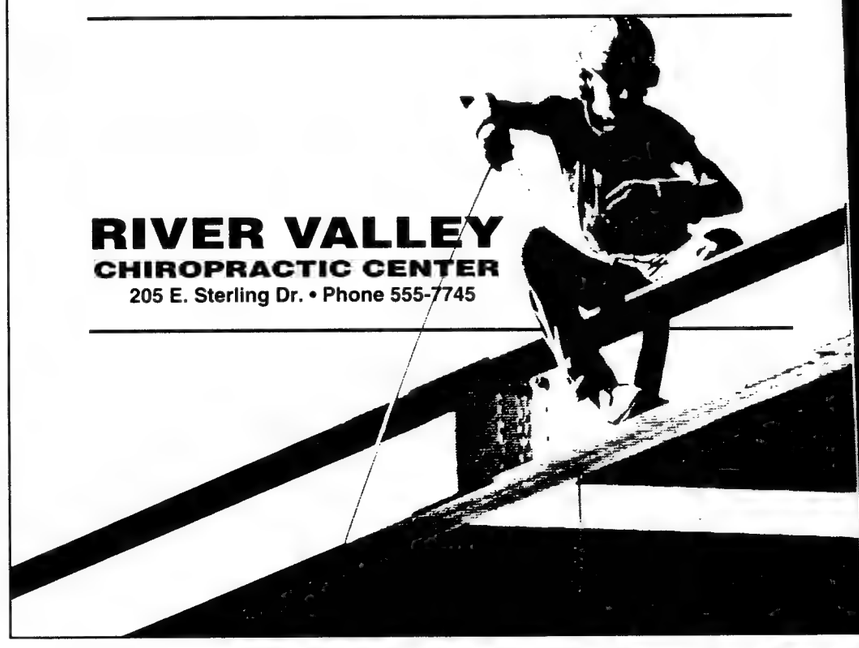
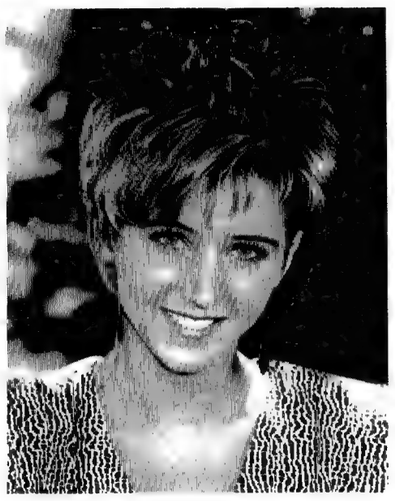
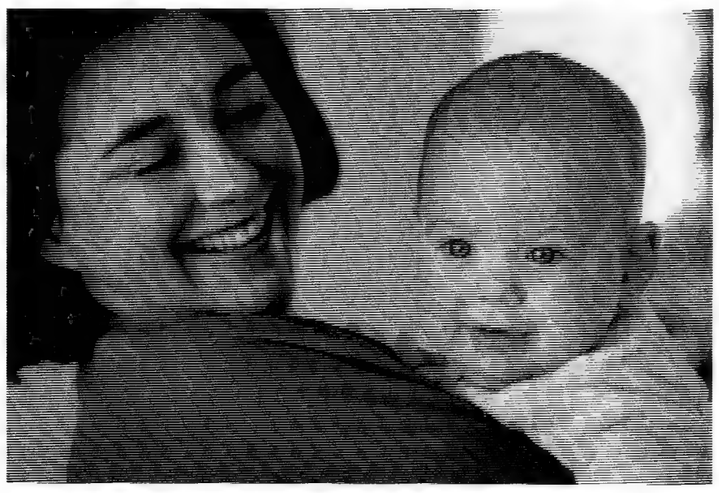
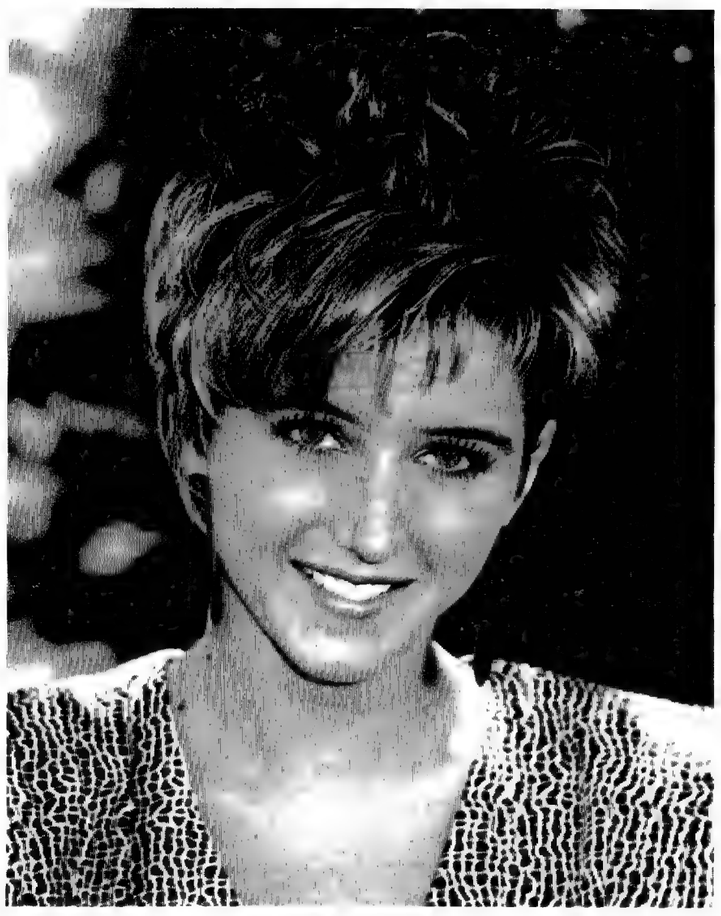


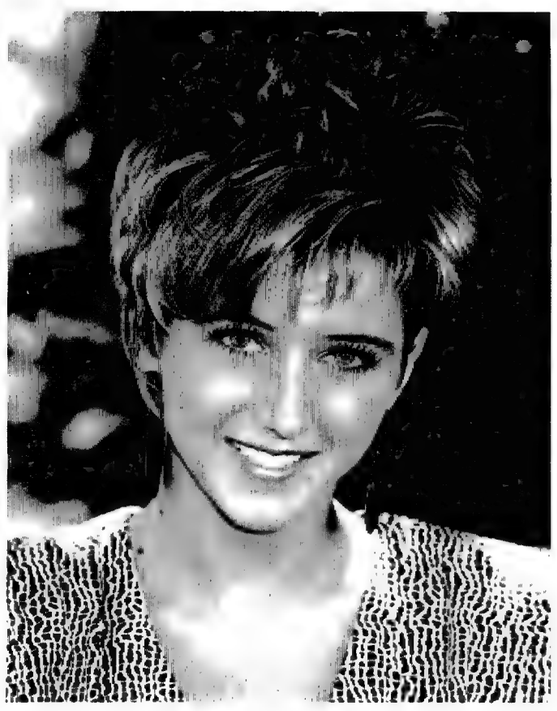
RIVER VALLEY
CHIROPRACTIC CENTER
205 E. Sterling Dr. • Phone 555-7745

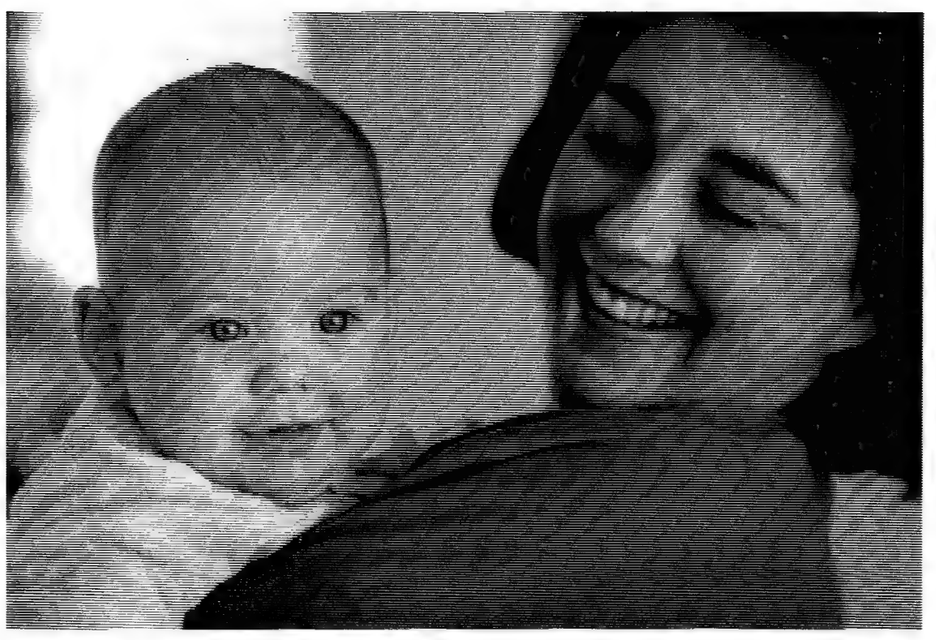
THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.











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Whether it's an outdoor wedding, a graduation celebration, an anniversary, or just a simple get together, your outdoor affair doesn't have to be a hassle.

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Coventry Square Alton

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COUPON

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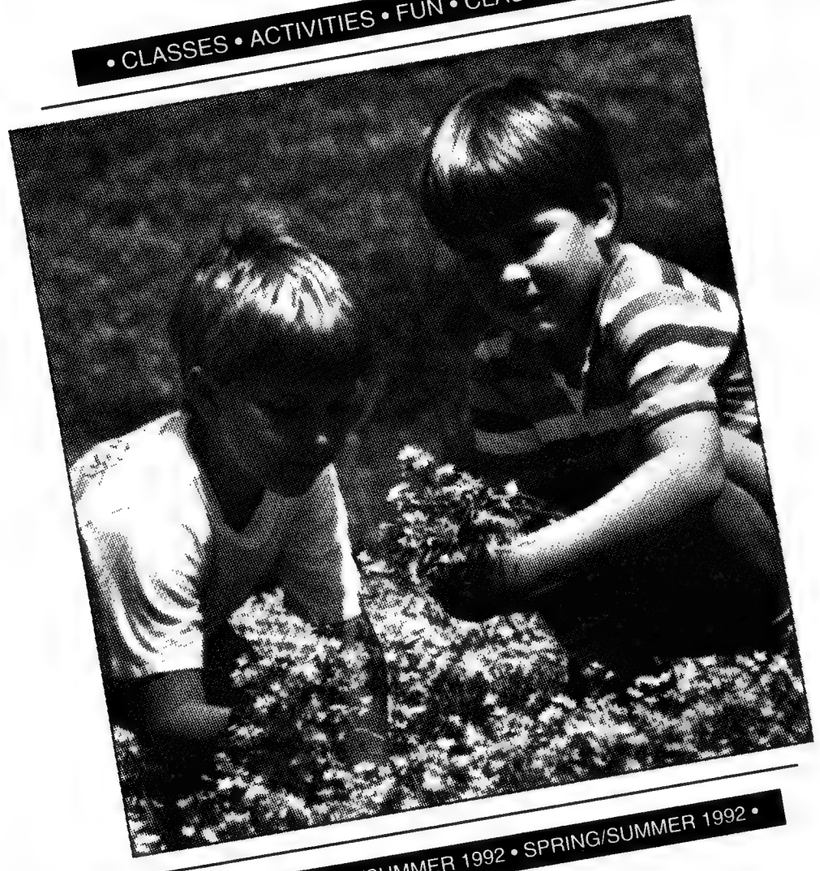

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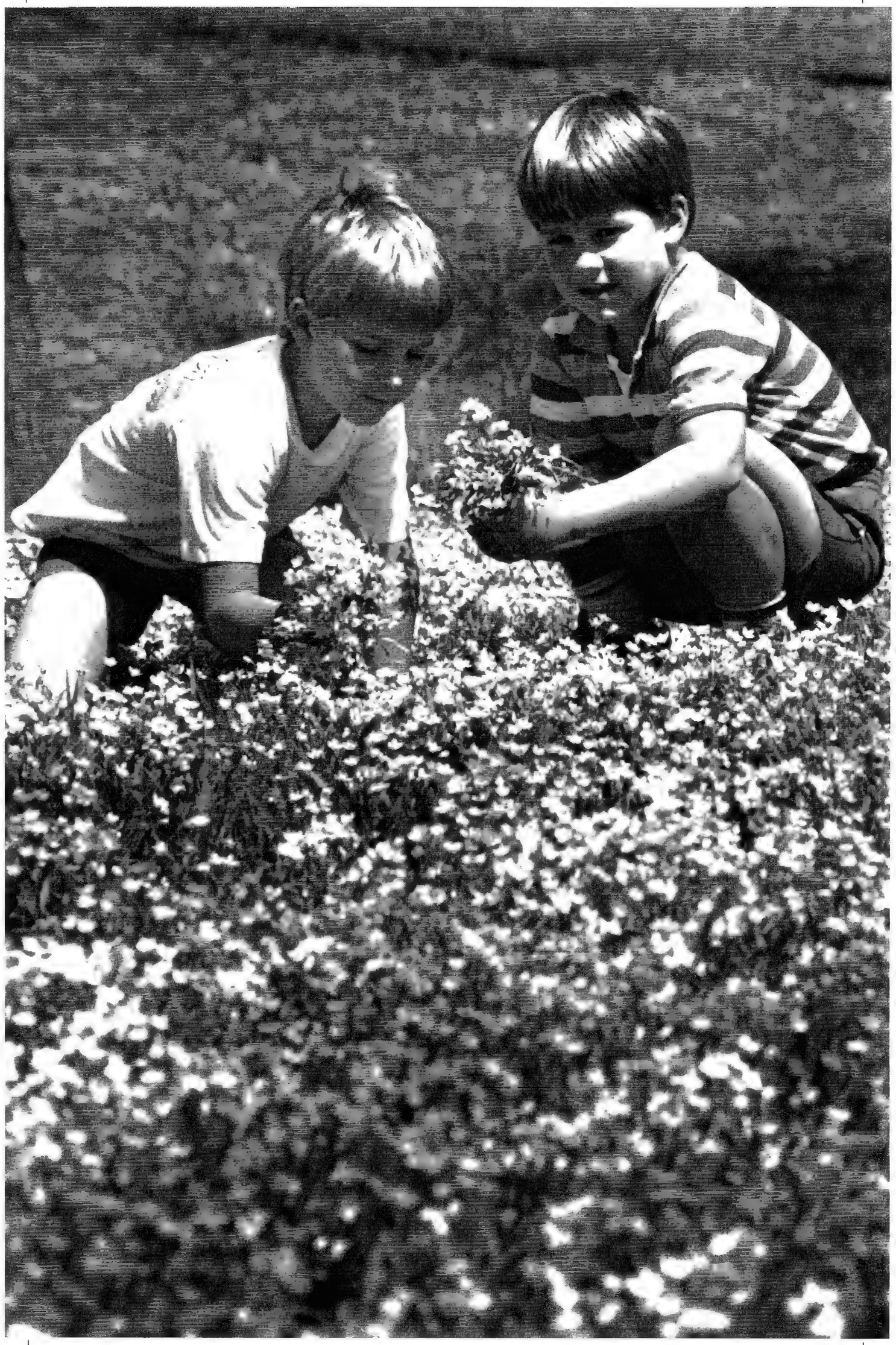

COLOR PLATE

BLACK PLATE

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ALL-AMERICAN Values

ALL-AMERICAN Values

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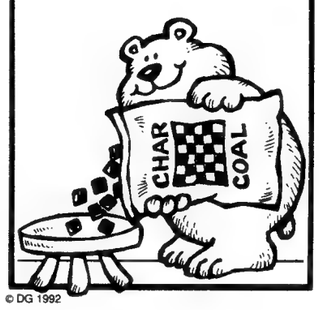

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Suit Yourself Sale

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Make Someone Smile!

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Affordable Luxury

Affordable Luxury

Welcome!

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In Honor of Those Who Served

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For Seniors on the Go!

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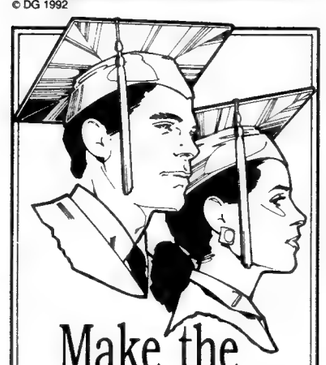

Make the Smart Choice

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MOVING SALE!

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How Sweet it is!

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Hear Ye!
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This is the headline to use with the 3 col. x 10.5 inch ready-to-go shown above.

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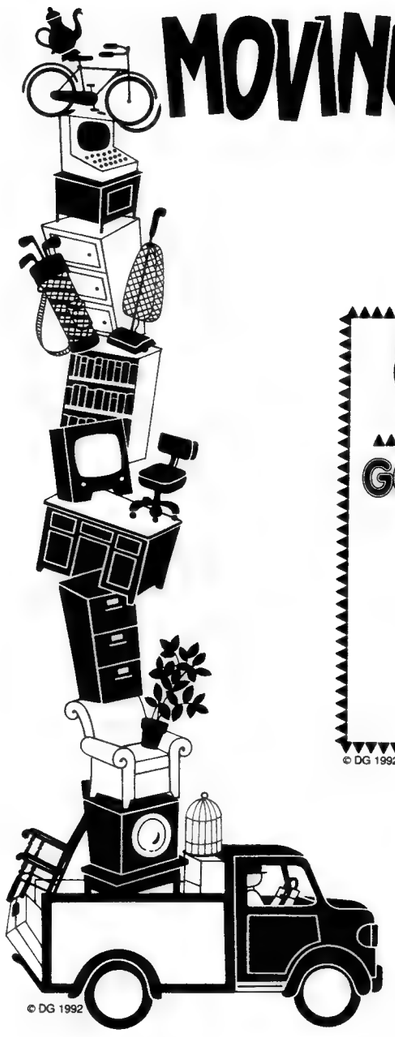
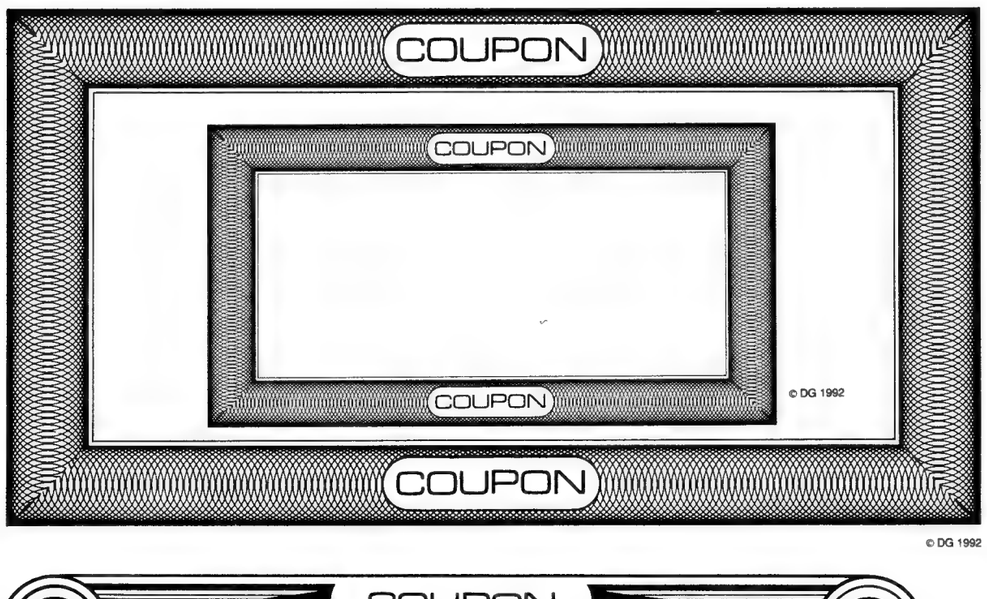
WAKE UP TO
SUPER SAVINGS!





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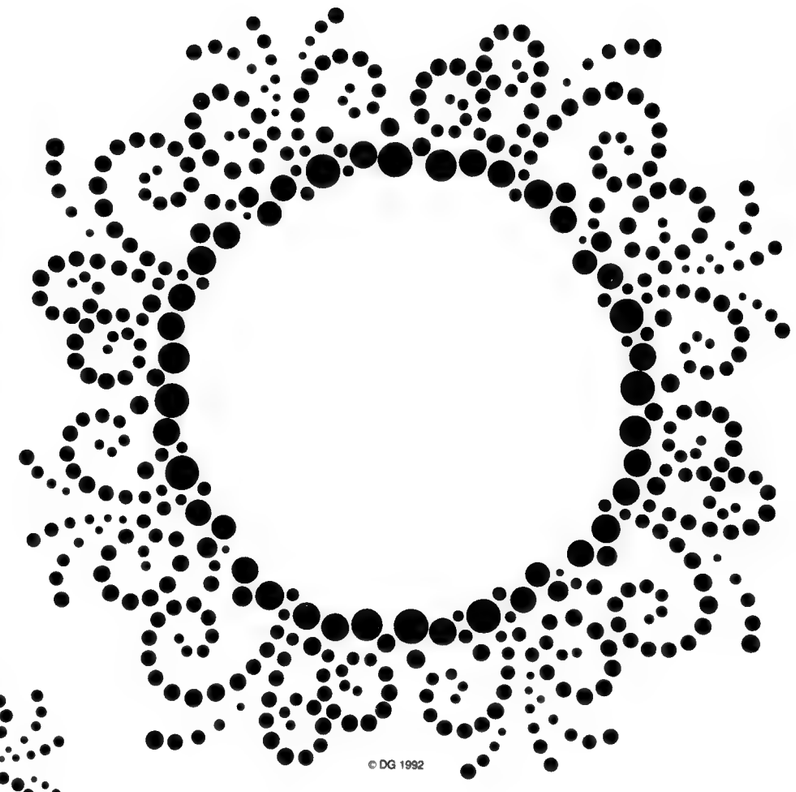
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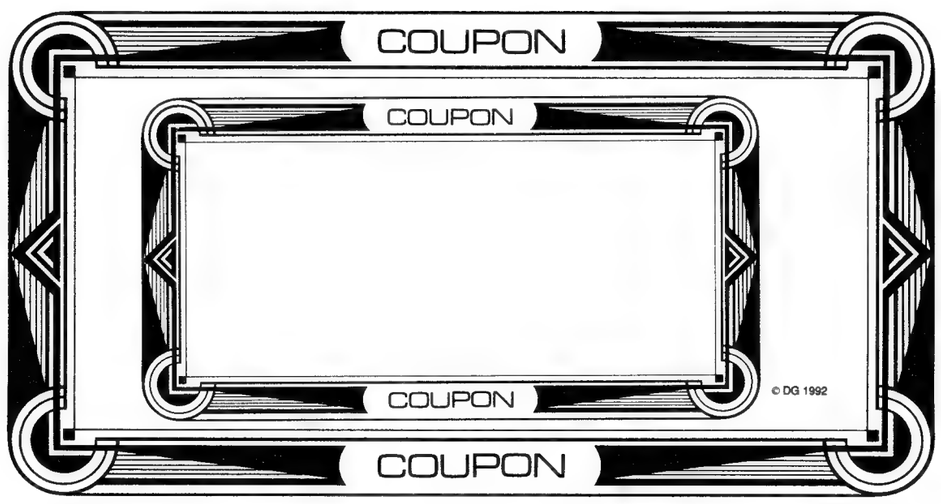

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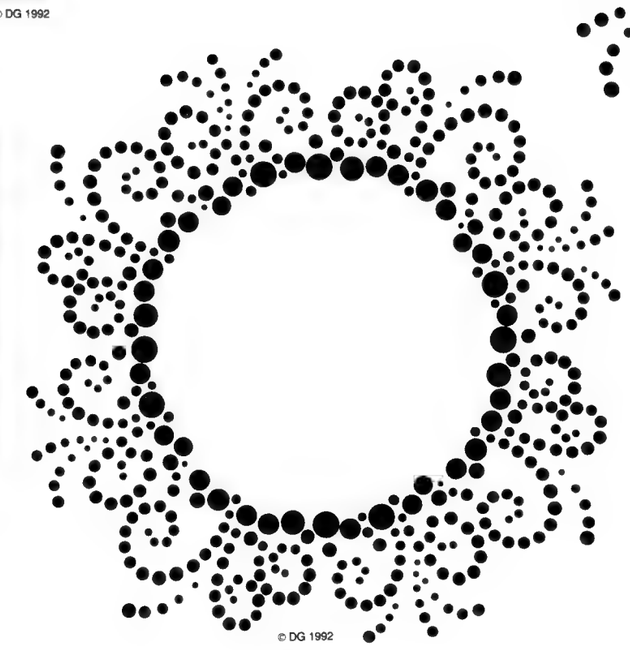
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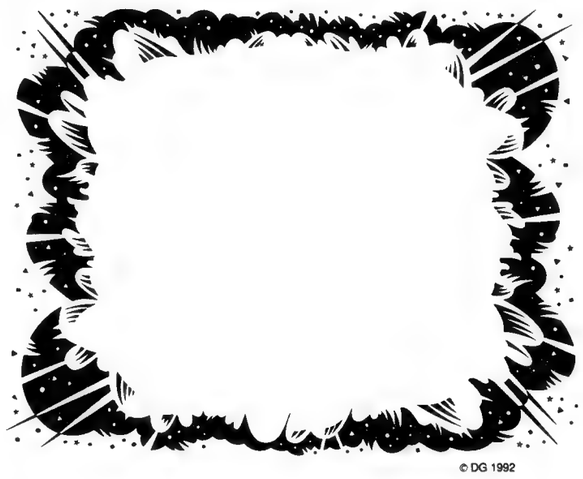
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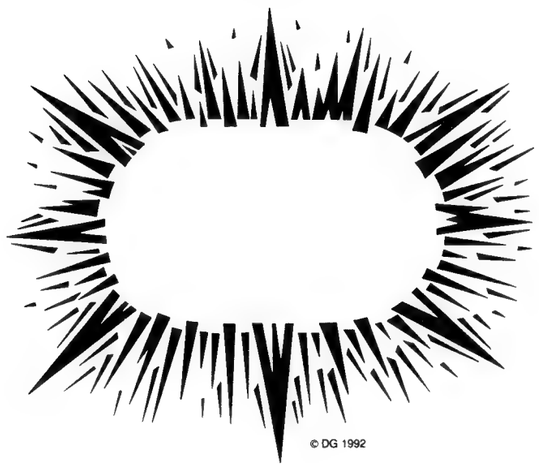
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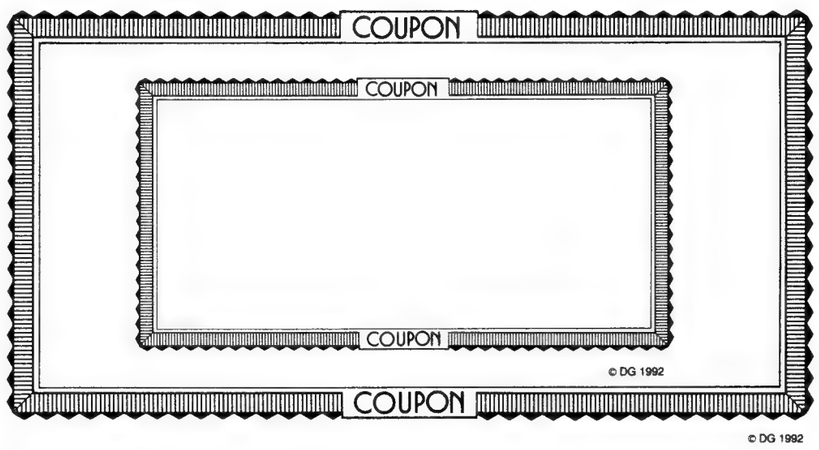

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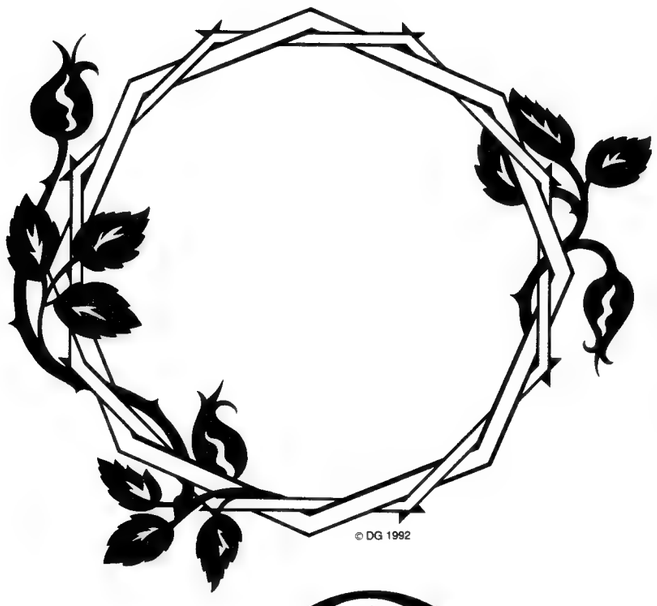
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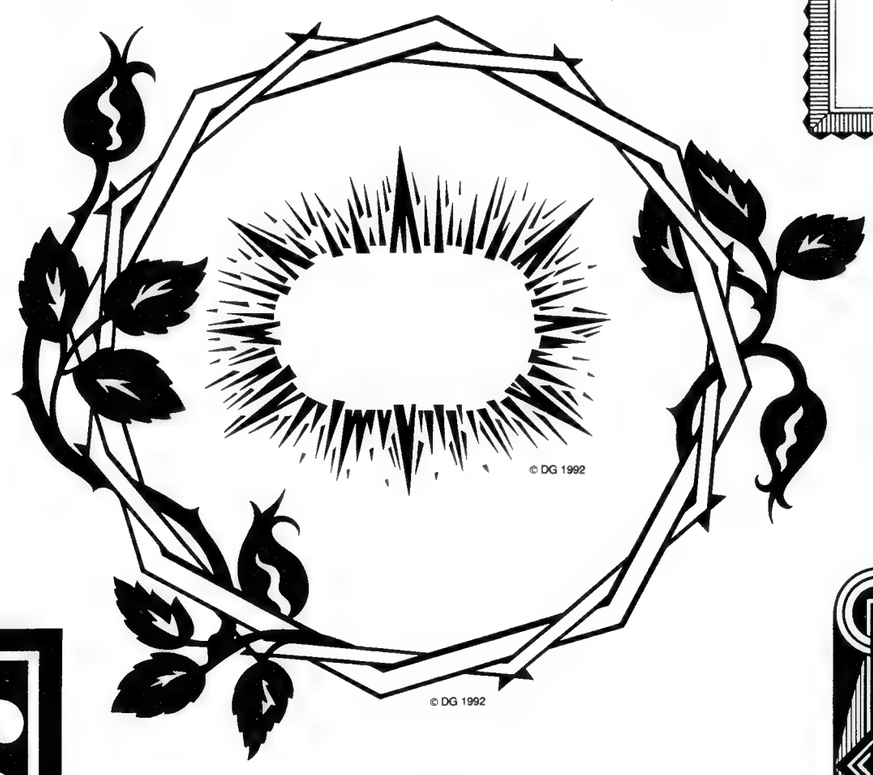
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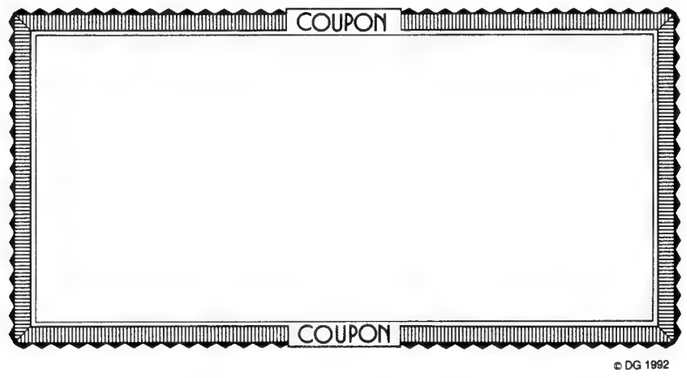

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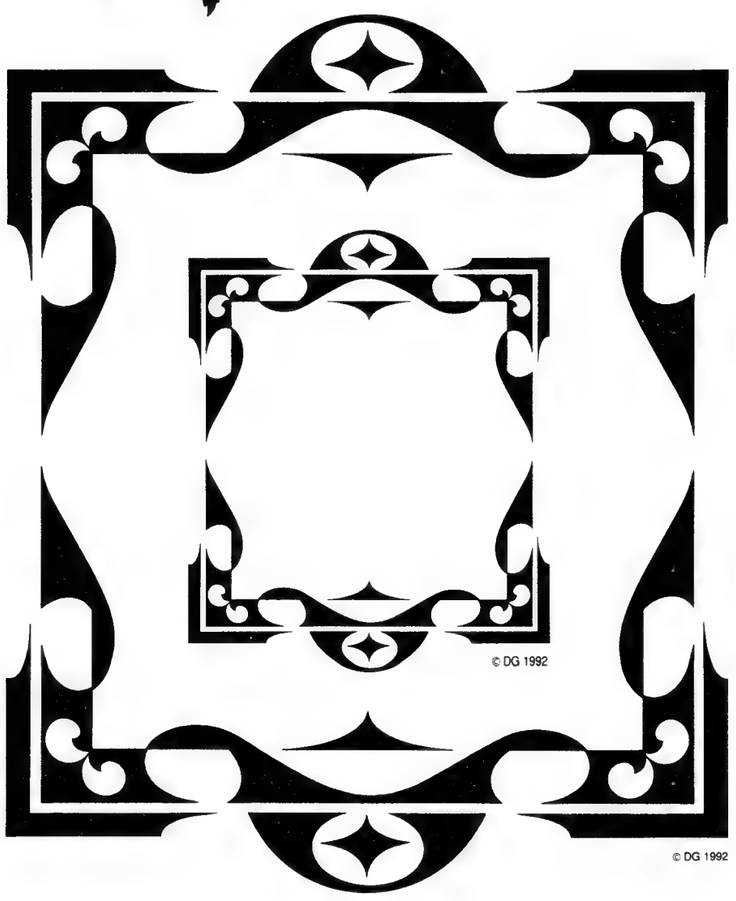
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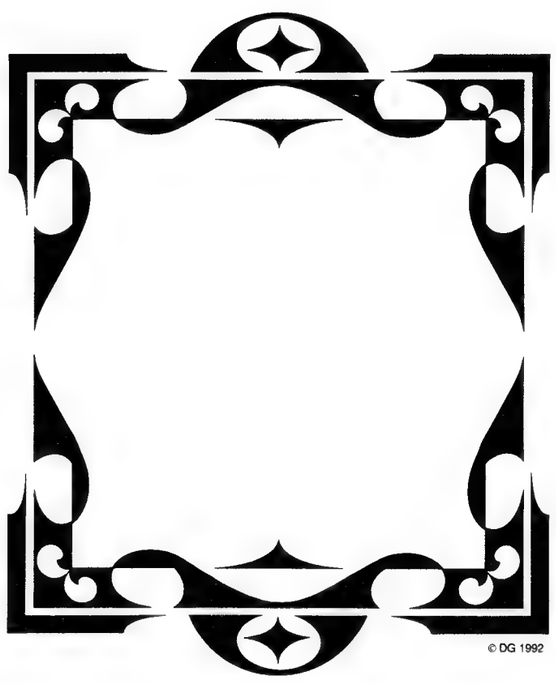
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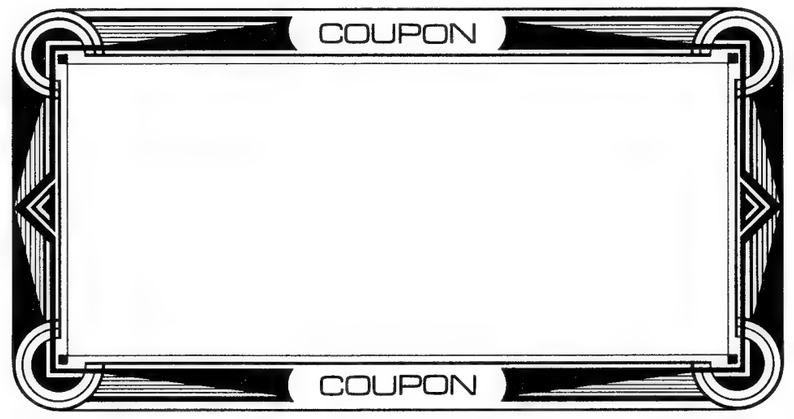

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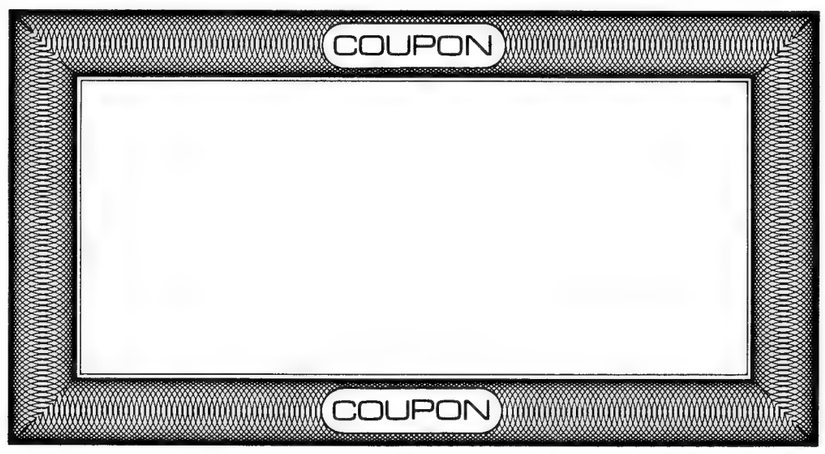

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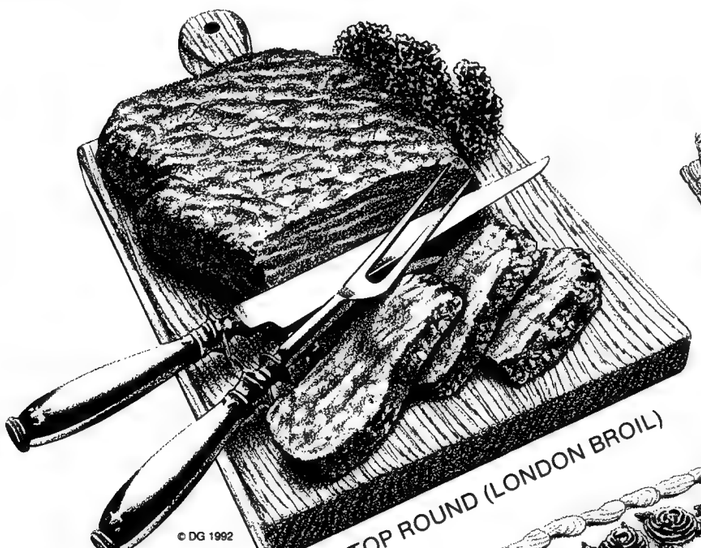
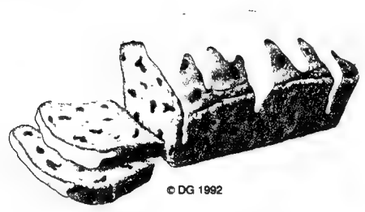
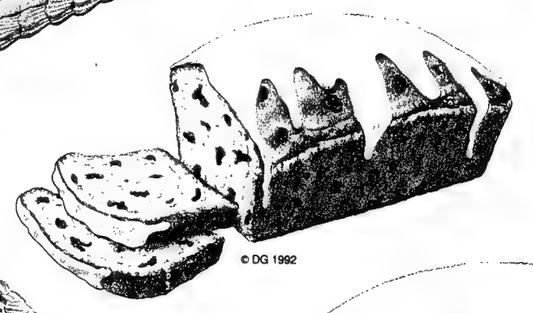
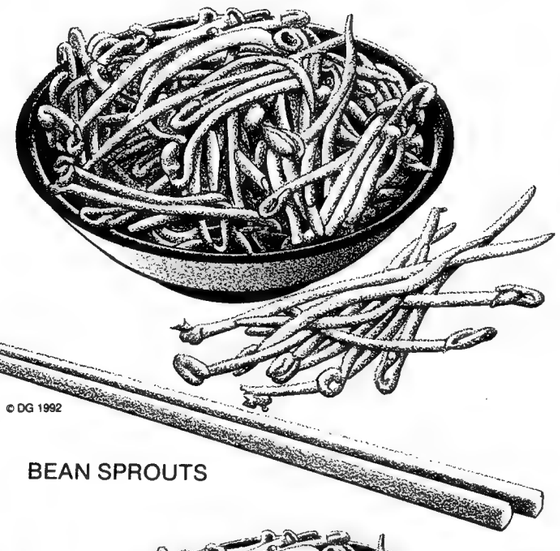


TOP ROUND (LONDON BROIL)







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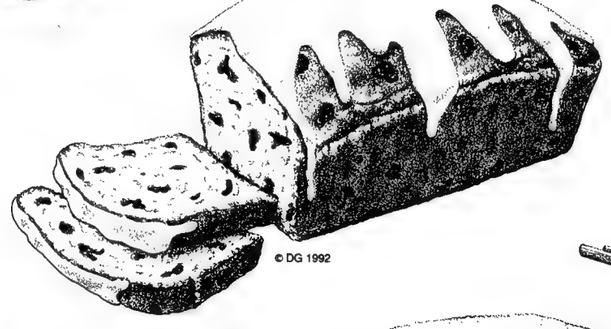
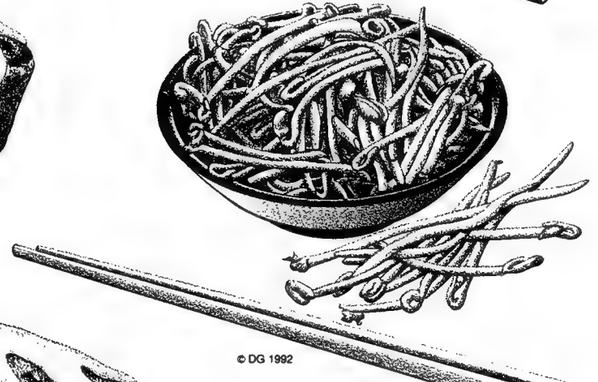
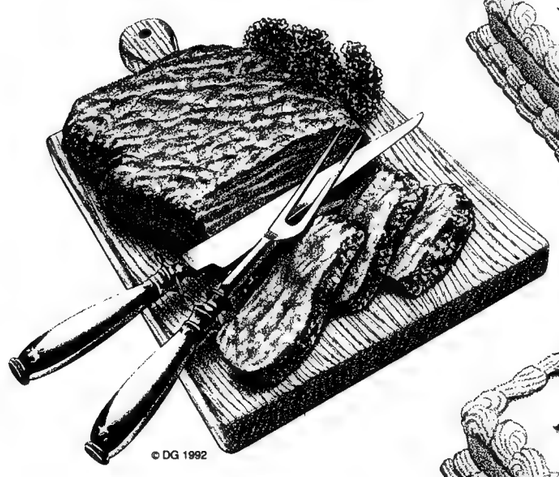
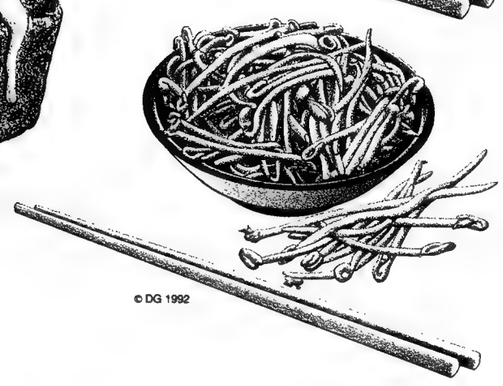


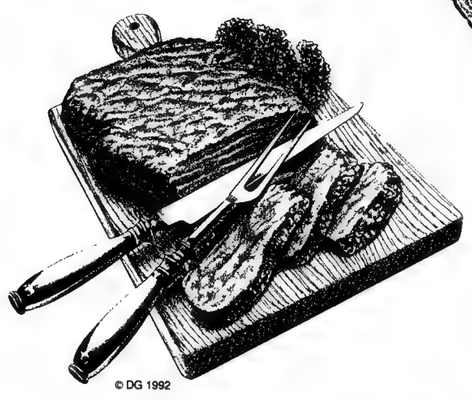


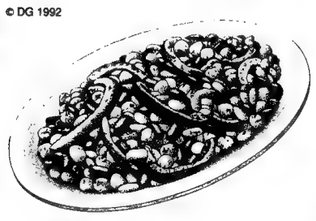


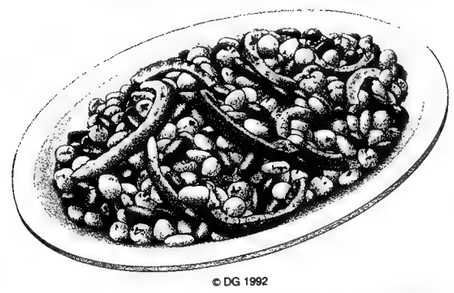
SHEET CAKE

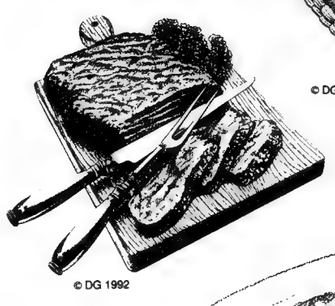
RAISIN BREAD

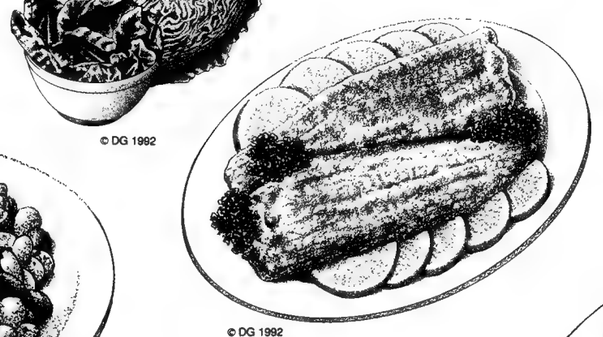


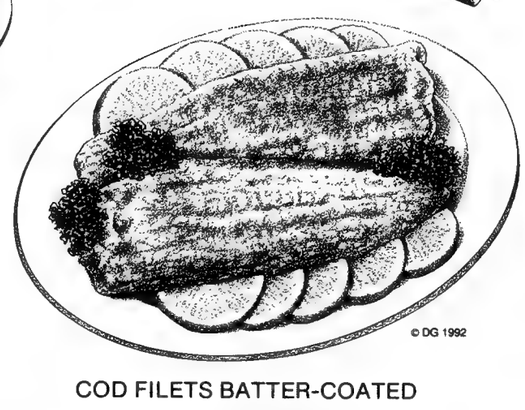




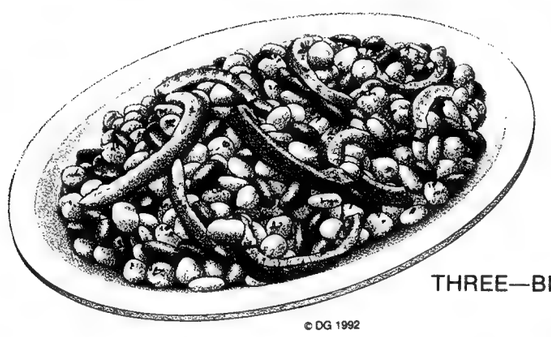


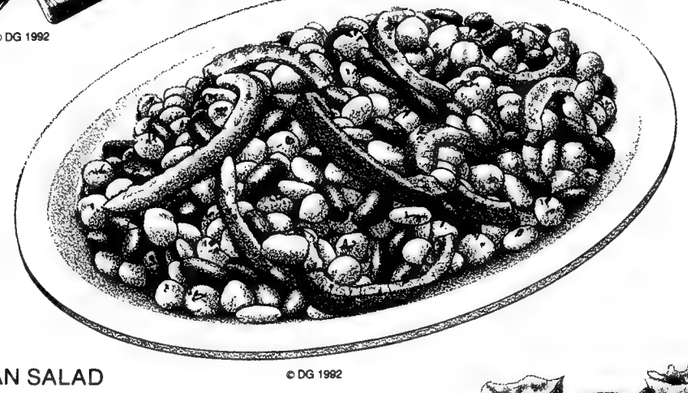




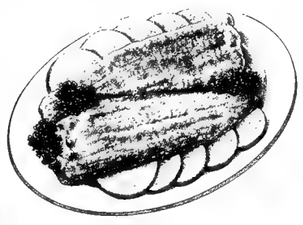


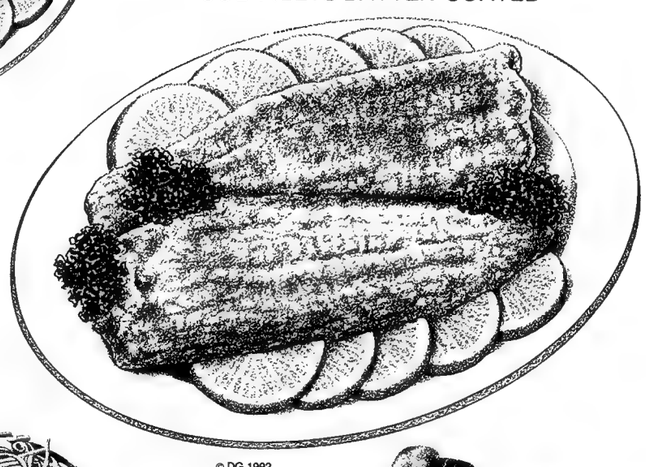
COD FILETS BATTER-COATED

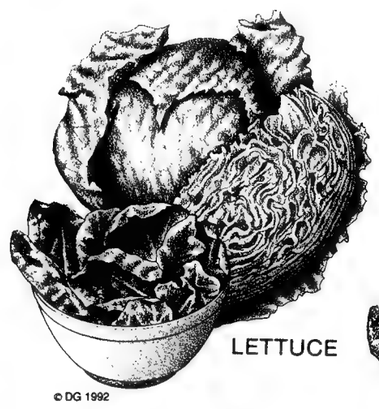




THREE—BEAN SALAD







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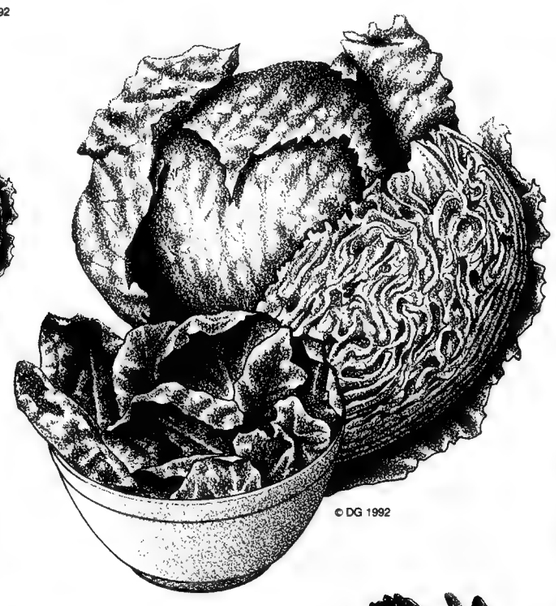
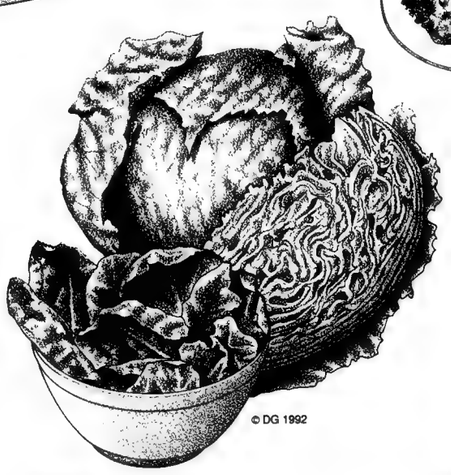
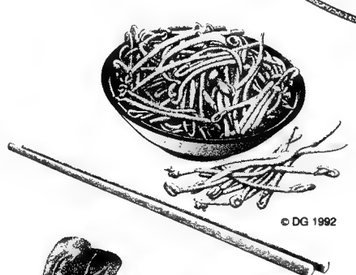
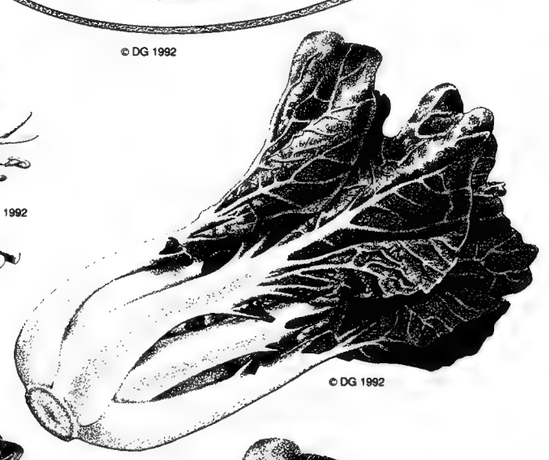
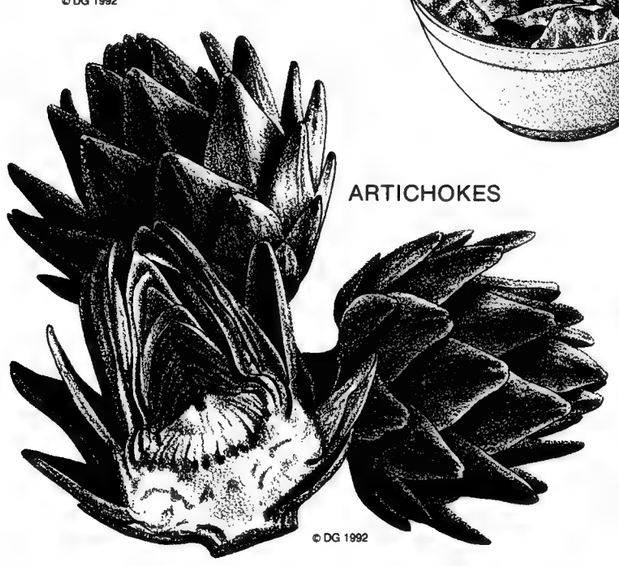




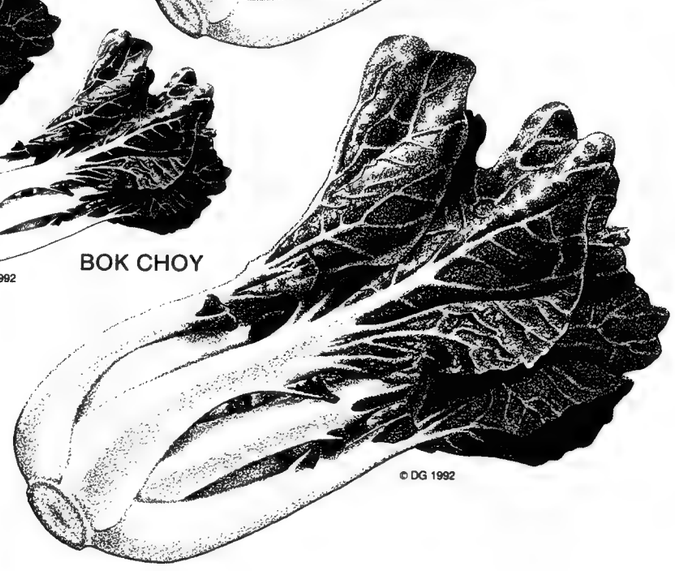






ARTICHOKES

BOK CHOY



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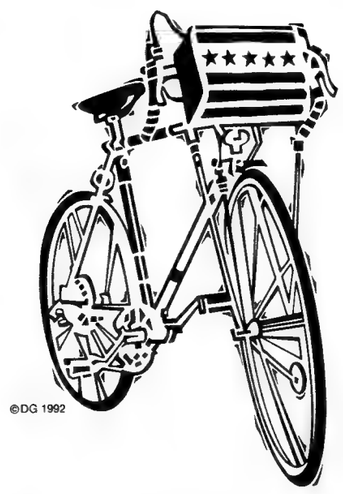
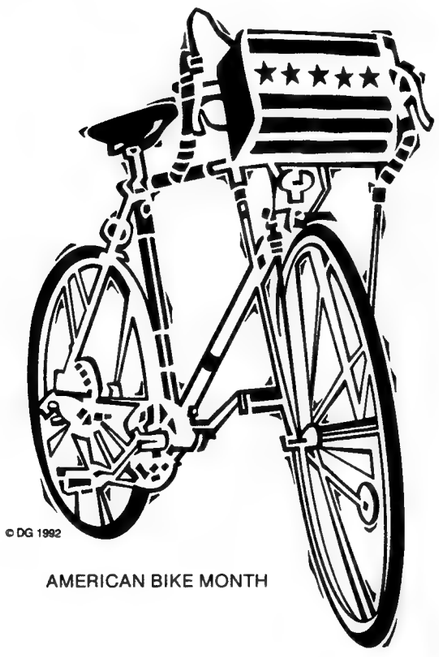
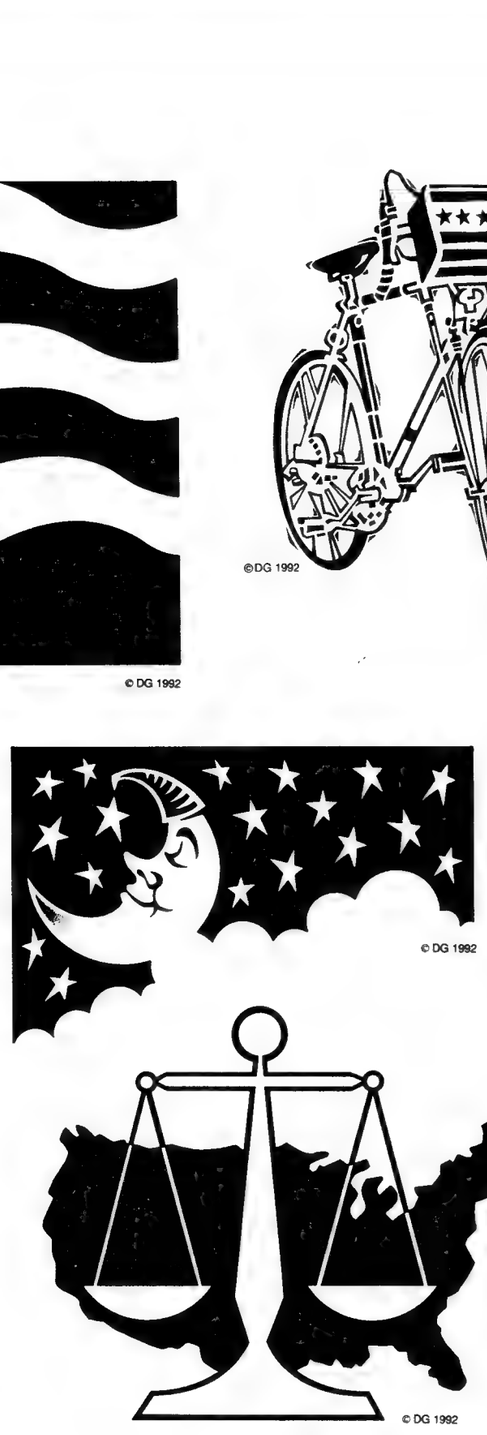
OLDER AMERICANS MONTH



BETTER SLEEP MONTH

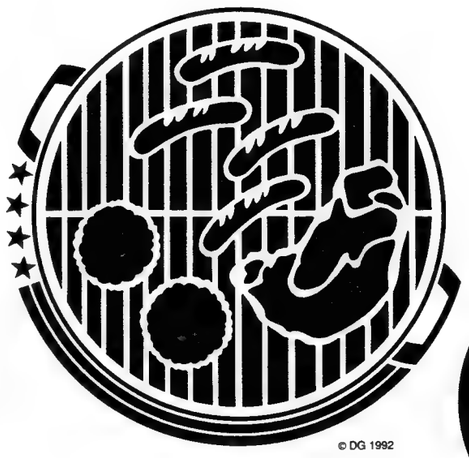


AMERICAN BIKE MONTH



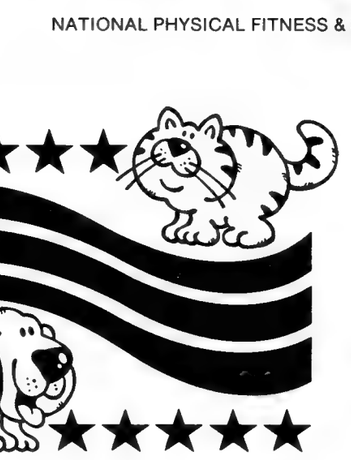
LAW DAY U.S.A. (MAY 1)

FOOT HEALTH MONTH

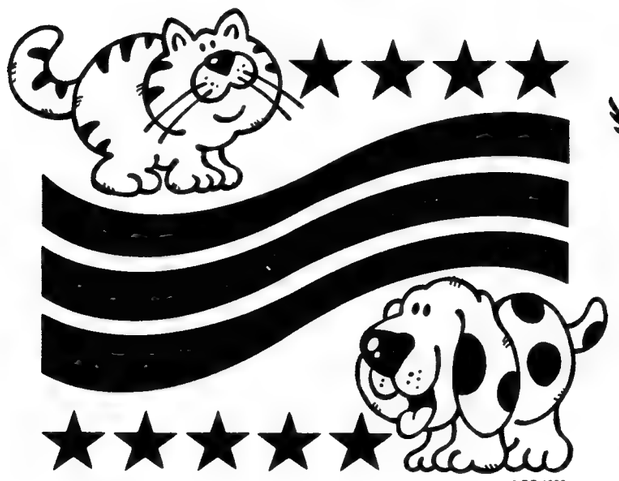


NATIONAL BARBECUE MONTH © DG 1992

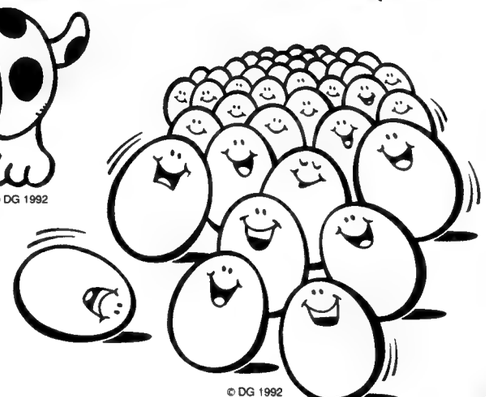
MEMORIAL DAY



NATIONAL PHYSICAL FITNESS & SPORTS MONTH © DG 1992



NATIONAL PET WEEK © DG 1992



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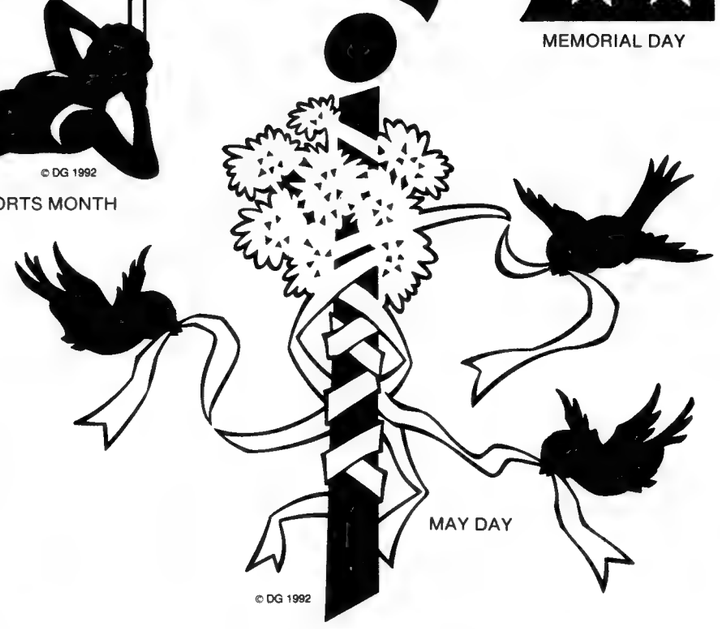
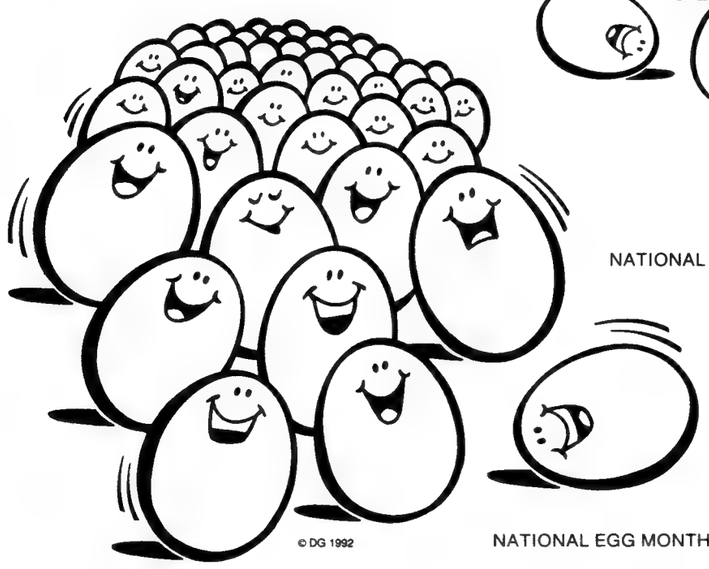


MAY DAY © DG 1992



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NATIONAL EGG MONTH

NATIONAL GOOD CAR-KEEPING MONTH

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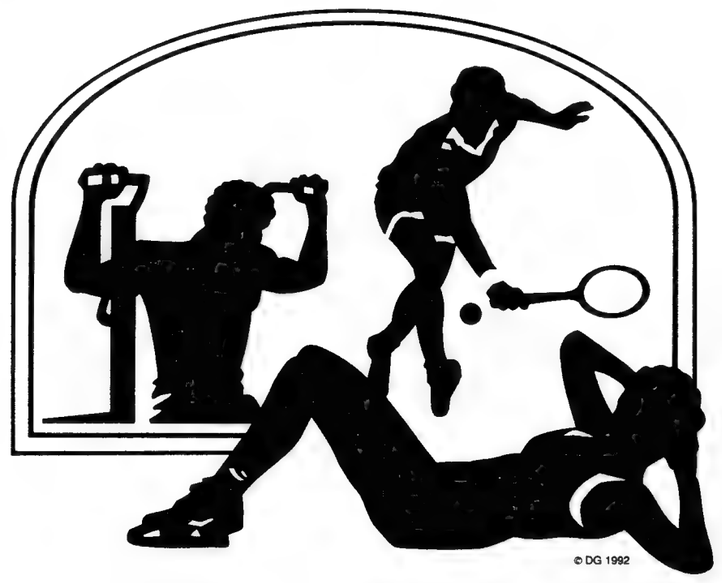

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PET SHOP

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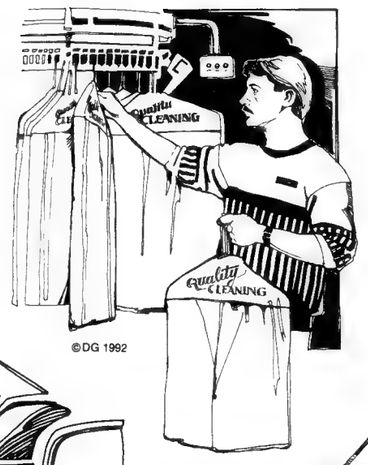

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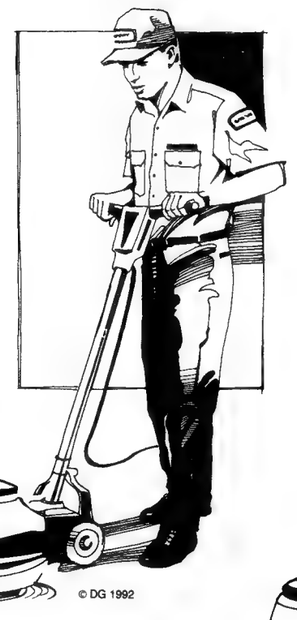
PRO. FLOOR WAXING



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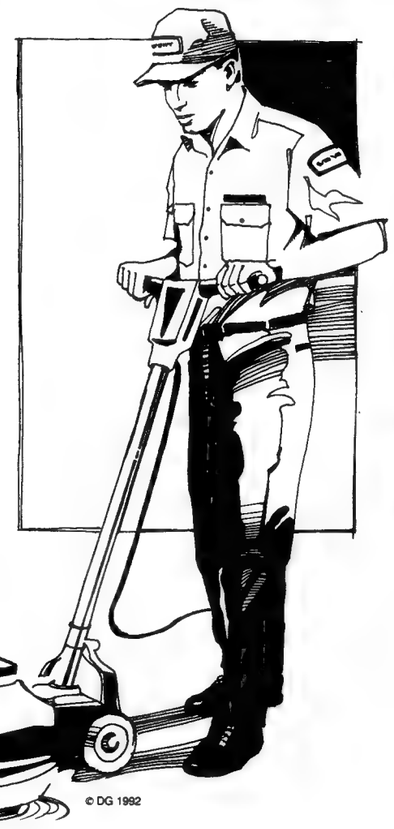

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CLOCK REPAIR

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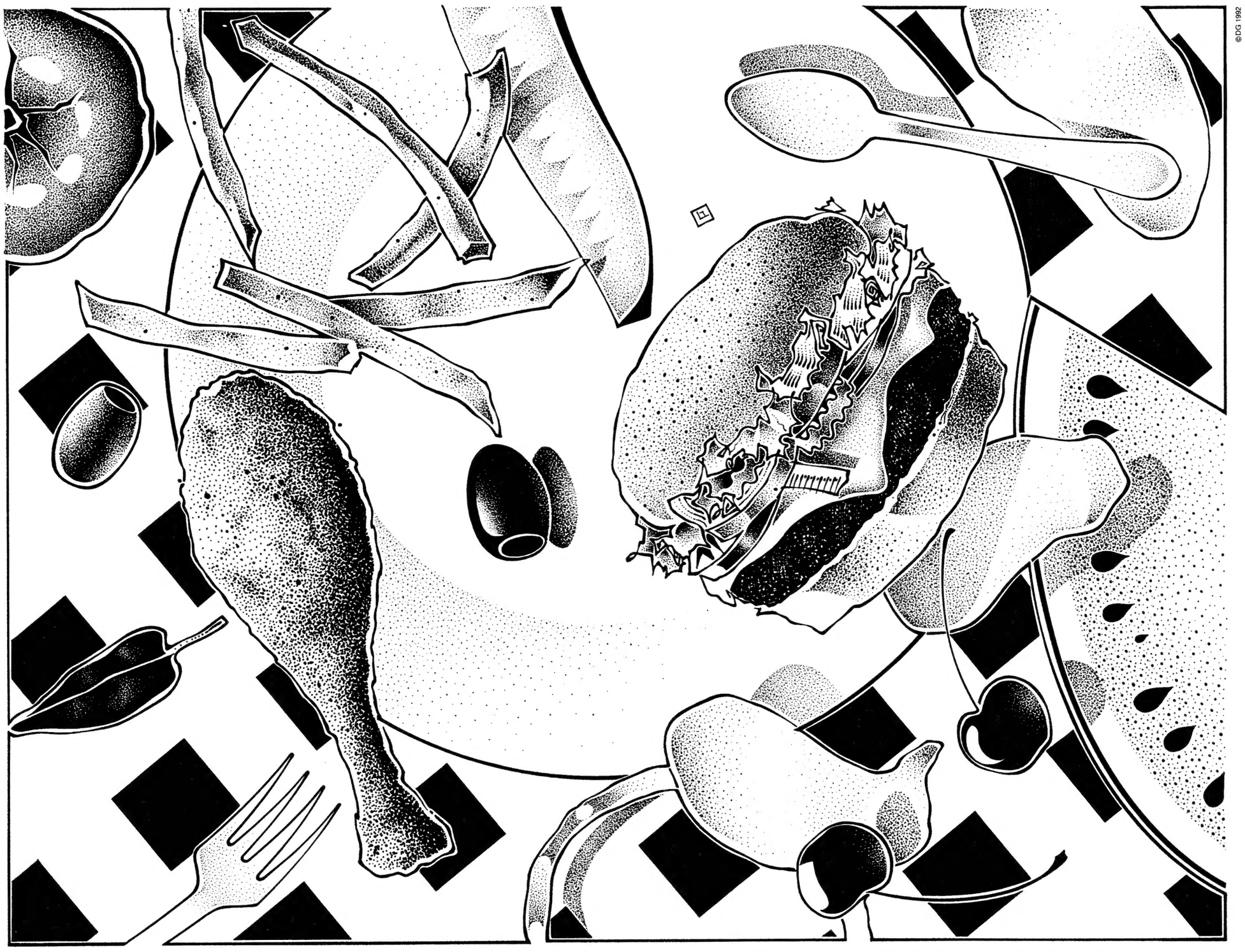

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Shown below is the full color proof of the color separations appearing on pages 27 and 28.

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• RED PLATE

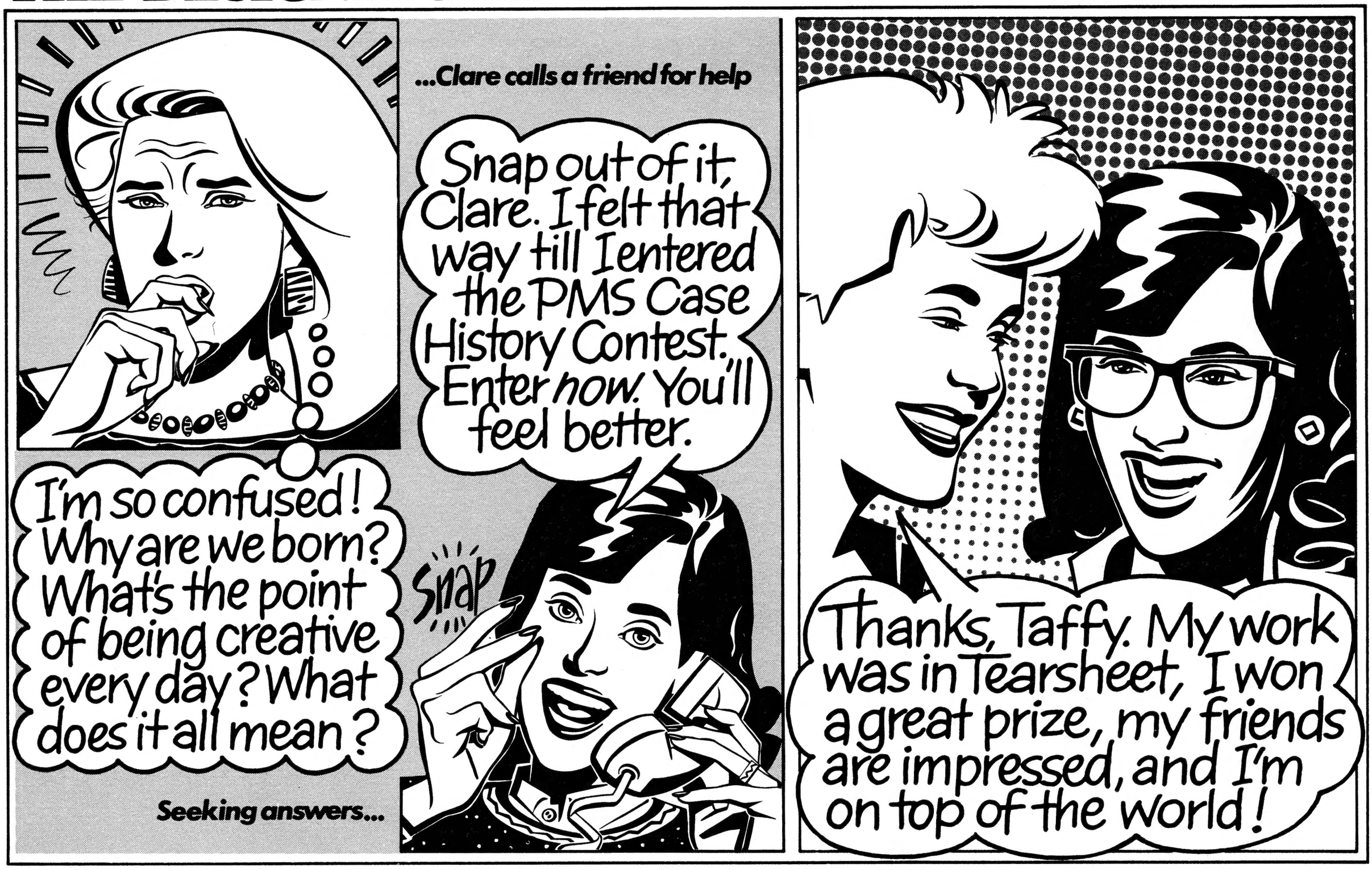
• YELLOW PLATE

• BLUE PLATE

• BLACK PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
Snap
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

ATTACH THIS FORM TO EACH ENTRY

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____

(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.